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Quizzes boost ***Computerwoche's*** page views, may generate leads
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Vietnam Computerworld Expo sets attendee, exhibitor records
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***Computerwoche*, IGS** team with Blackberry agency to provide multi-media solution
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August 22, 2005

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/**GameStar**/dev targets games developers
IDG Italy launches **GameStar** site, quarterly pocket-sized guidebooks
Mac fans get their music's worth at Boston event
Blogs help boost traffic at **PCWorld.com**
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IDG Sweden launches tips publication, Web site for PC fans
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CW Danmark journalist takes to the high seas
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IDG Training and Development group unveils Integrated Selling program
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InfoWorld conference targets government market
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IDG Sweden experiments with English site
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October 17, 2005

IDG Australia manages successful three-day conference
IDG Brazil caters to CIOs with publication, Web site, events
IDC Italy organizes fourth **eGovernment Conference**
Template for surveying online readers available
Computerworld Czech celebrates 15th anniversary with regatta
PC World Iran boosts subscription base at country's largest IT exhibition
IDC holds global marketing summit
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October 24, 2005

Record client participation at **IDC's** 14th annual **GRAC**
IDG Entertainment signs content deal with Ask Jeeves
IDG News Service offers daily podcast for use online worldwide
***PCW Latin America* Awards** gala is a must-attend event
IDG employees offered 30% discount to Syndicate conference
Exhibitor numbers rise at second annual Wireless Sensing Solutions
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IDC kicks off fiscal year with global sales meeting
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PC World's McCracken shares words of wisdom with graduate students
New **GridWorld** conference quickly expands for '06
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IDG Research Services' Kathy Dinneen says good-bye

November 7, 2005

Sponsorships up at **Network World's** eighth **VORTEX**
Bio-IT World unveils five new online lead-generation tools
LinuxWorld Conference & Expo expands to the U.K.
IDG Media Kit PDFs are available on IDG Central
IDC's John Gantz addresses journalists at Beijing press event
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McGovern Institute marks official opening of new facility
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Cross-linking improves search engine rankings
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PC World teams urged to extend brand at GPSC meeting; attendees share best practices ideas
***CMO's* Rob O'Regan** featured in min's "21 Most Intriguing" issue
One on one: **IDC CEO Kirk Campbell**
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November 28, 2005

Enterprise GPSC meeting draws 125 to San Francisco
InfoWorld SOA Forum targets hot technology
CXO Media editorial team embracing podcasts
One on one: **IDG VP Business Development Colin Crawford**
In Memoriam: **IDC Thailand Managing Director Jason Caddies**
Celebrating 10: **Network World's Neal Weinberg**

December 12, 2005

China Computerworld celebrates 25th anniversary
EMEA customers share advice at **IDC Client Summit**
***Computerwoche's* IT Meets Business** event a "must attend" event
PlaylistMag.com passes one million page views
IDG India's *Real CIO World* will circulate to 5,000 top information leaders
IDG India's *Services Outsourcing World* to have global circulation
Macworld repurposes content with Superguide
IDC's European IT Banking Forum analyzes security needs
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Can't work without it: **IDG** editors and reporters share their must-have work tools

December 26, 2005

2005: A Snapshot of IDG Highlights

IDG WorldUpdate

10 JANUARY 2005
VOLUME 35, NUMBER 1

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Netherlands' *Tips & Trucs* gives readers more of what they want

Subscriptions rise 45% in past 14 months; newsstand sales up 24% in second quarter

*Deputy Editor **Remco de Graaf** says his publication is reader driven, not technology driven. "New products and software are great, but if they haven't been adopted by a large part of our target audience then it's not likely that we'll write much about them. Take, for example, Office 2003 — a great product with many features. But most of our audience is still using Office 2000, so we give them more tips about that version than the newer edition."*

IDG Netherlands' *Tips & Trucs* magazine is No. 1 in newsstand sales of all Dutch consumer computer magazines because it gives its readers ideas on "how to get more out of their computers almost instantly," said Deputy Editor **Remco de Graaf**.

Launched in November 1997 as a spinoff of *Computer!Totaal* (the Dutch *PC World*) *T&T* is now published 10 times a year with January/February and July/August double issues. *T&T* has a unique format that no local competitor has been able to copy: just tips and how-to's that give readers ways to increase the speed, power, functionality or fun of their PCs. Among the more popular tip categories are Windows XP, Windows Registry, Windows Office, Downloading, Home Networking, and Music and Movie Formats.

"Almost all our articles have a positive approach," de Graaf said. "We do not try to scare our readers with stories about, say, vicious hackers and killer viruses, but instead tell them how to secure their PC and what the benefits are of a secure PC."

De Graaf said that reader research has shown *T&T* has primarily two types of readers. The first group — computer hobbyists — is looking to increase their skills and move up to higher skill levels. A second, much larger group — functional users — stay at same level with no plan to become more skilled. "They are mainly interested in results and do not really care how they come about," de Graaf said. "For that, they read *T&T*. Almost every household in the Netherlands has one or more computers, but a relatively small group really knows how to use their machines effectively. That's where we step in."

Each tip is tagged with one of five levels, from novice to expert, although novice users can use expert tips if the instructions are followed precisely. If readers need additional tools, then the *T&T* staff recommends downloadable ones, preferably freeware. On the rare occasion a reader has to buy a tool or component, the *T&T* staff finds ones that are affordable for most of its readers.

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LinuxWorld Conference & Expo comes to Boston

LinuxWorld Conference & Expo (www.linuxworldexpo.com) is coming to Boston for the first time on Feb. 14-17. The East Coast version of the event, which will be held at the Hynes Convention Center, was previously held in New York, but is being moved to Boston to take advantage of the city's standing as a hub for the open-source software being adopted by thousands of businesses, according to **Warwick Davies**, group vice president at IDG World Expo.

The Linux operating system is experiencing rapid growth. According to an IDC study released Dec. 14, the overall Linux ecosystem will grow 25.9% annually to reach $35.7 billion in 2008. Of that, IDC estimates $14 billion will be packaged software, $10 billion PCs and $11 billion servers. (To read more about the study, visit www.osdl.org/newsroom/press_releases/2004/2004_12_15_beaverton.html.)

"Linux has made steady gains in the marketplace and is poised to gain more ground," said **Dan Kusnetsky**, IDG's VP of system software research. "Although Linux has followed a nontraditional path in its evolution, growing from a small grassroots following in the early 1990s, to a broader community-supported product during the late 1990s, to a fully supported operating system distribution today, it is having a large impact. IDC forecasts the Linux market on servers, PCs and related packaged software to reach $3.7 billion by 2008, which represents a 26% compound annual growth rate from 2003."

LinuxWorld's move to Boston was featured in a Nov. 30 *Boston Globe* article in which **David Korse**, president and CEO of IDG World Expo, said the Boston area is a natural fit for LinuxWorld because it is

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Next issue Jan. 24

IDG World Update will conclude its December/January bi-weekly publishing schedule with an issue Jan. 24 and resumes weekly publication on Feb. 7.

in brief newsworthy

IDG business units respond generously to Asian tsunami crisis

Concern over the effects of the tsunamis in Asia last month has been felt around the world and certainly at IDG's global offices. The staff of *IDG World Update* has been checking with numerous offices in the region and with business units that may have had employees vacationing in the affected areas. As of press time on Jan. 6, we have had no definitive word that anyone was harmed, though an IDG U.K. employee on holiday in Phuket, Thailand, is safe and will be back to work this week.

IDC Headquarters staff in Framingham, Mass., has been checking with regional and country managers and, to the best of their knowledge, no IDC employees were in the path of the destruction. However, IDC Malaysia's **Said Irfan** lost several cousins in Aceh, Indonesia and other relatives are missing, but his immediate family is safe.

Employees have stepped forward individually to support the relief efforts financially. Many business units around the world have also contributed to humanitarian efforts with financial donations, matching employee contributions and in-kind contributions. Among the efforts *IDG World Update* has learned of:

• IDC is planning to make a $25,000 contribution to a relief organization on behalf of all of IDC's employees worldwide.

• IDG offices in Europe participated in a pan-European three-minute moment of silence on Jan. 5 in memory of the victims.

• IDG Norway, IDG Sweden and IDG Denmark offered free online advertising space for humanitarian organizations to promote their donation campaigns. *Computer Sweden* also offered free ad space, and IDG Sweden donated SEK 100,000 (US$14,729) to the Swedish Red Cross.

• IDG Italy is considering a companywide effort to support humanitarian relief efforts.

• *Computerworld* has made a contribution to the American Red Cross and is exploring a way to add a UNICEF button to its home page.

• In addition to running ads for the relief effort in all its publications, IDG U.K. has introduced a plan whereby employees can donate a day's salary to the efforts, and many have already signed up.

Managing Director **Kit Gould** said his team is also working with advertising agencies and advertisers on an initiative whereby each party donates 1% of advertising spend for this month to the appeal. "The agencies we have spoken to are talking to their clients to solicit their support and we hope that this could grow to become an IT media-wide initiative and 3% of all IT press spend in a month could add up to solid sum," Gould said.

PC World launch on track in Athens

ARIS VAFIADAKIS

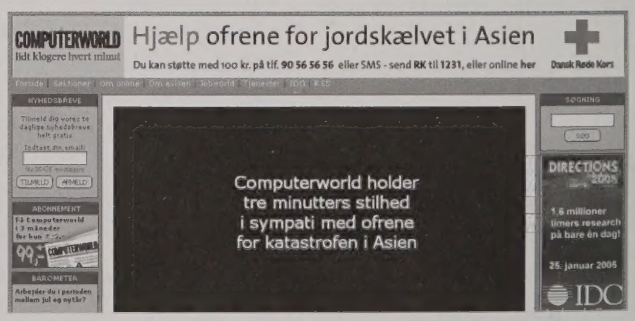
Distinctive tram and subway cars are part of a three-month multimedia marketing campaign for the new PC World Hellas. The tram and train ads will conclude this month.

Many urban commuters read on the train, but lately Athenians have been reading the train. Last month, IDG licensee IT Publications Hellas Ltd. papered several Athens subway cars and trams with a *PC World Hellas* skin to announce the Dec. 16 launch of the new monthly (see *IDG World Update*, Nov. 29, 2004). Publisher and Editor-in-chief **George Ropodis** said this was the first time that a Greek magazine attempted a media strategy like this. *PC World Hellas* also ran a 12-day TV ad campaign, full-page ads in three Sunday newspapers and a small but targeted radio campaign. Contact George Ropodis at ropodis@itpublications.gr.

Seeing green

Don't adjust those screens! Starting with today's issue of *IDG World Update*, you will indeed be seeing green — not blue — as the second color in your employee newsletter. And while that remains the most obvious change for the moment, others will inevitably follow as we continue to try and shape *World Update* – and now IDG Central – into ever more useful resources for IDG employees. Shortly, you will be receiving an online survey designed to elicit feedback from you that will help us in this effort. Please be sure to take a few minutes to fill it out. And, as always, we would love to hear from you with story ideas, news from your business unit or department and feedback on what you find useful — and what you don't. Happy New Year to all.

-- The editors



Computerworld Danmark ran this spot on its home page noting that its staff was participating in the European-wide three minutes of silence of Jan. 5.

one on one *the interview*

Jason Gould
The publishing operations manager for IDC's Publishing Services and Technologies group is this week's columnist. Reach him at jgould@idc.com.

PS & T at-a-glance

Number of employees in IDC's Publishing Services and Technologies group 22

Number of projects produced in an average year Approximately 1,950 U.S. research documents each year, plus another 700 or so miscellaneous deliverables (e.g., Daily Graphics, Telebriefings, Pivot Tables). We also provide electronic publishing and Web posting services for approximately 2,000 international research documents each year.

Average turnaround time for a project From receipt to online posting, our average turnaround time is two business days for a U.S. one-page Flash and five business days for a U.S. Market Analysis document with forecast tables and figures.

***Q* Can you describe your role at IDC and who your group serves?**

A The Publishing Services and Technologies Group is responsible for the efficient production and electronic posting of IDC research. Our goal is to partner with the analyst community to enhance the quality and ensure the timeliness of IDC deliverables and collateral. In 2005, we plan to publish and post an even wider variety of documents as we assume publishing responsibility for all six of the new IDC vertical market Insights businesses.

In my role as publishing operations manager, I am responsible for overseeing most day-to-day publishing activities, and I deal directly with our print, fulfillment and localization vendors. I also play a key role in advancing our department's strategic initiatives: I collaborate with IDC's Application Development team to define and validate specifications for new publishing tools and templates, and I work closely with the Product Management group to ensure that fact sheets, sales tools and other key pieces of corporate collateral are produced efficiently and in a cost-effective manner. I also manage a team of six that is primarily responsible for producing IDC's custom, Consulting and Go-To-Market Services (GMS) research, and for supporting a number of other publishing operations activities.

Most recently, as IDC continues to expand its line of vertical market Insights companies, I have been increasingly involved in facilitating the integration of the various workflow tracking systems, analyst tools and templates, publishing processes, and production personnel across all the business units. It's quite a challenge!

***Q* Can you take us through the production of one project from start to finish?**

A Once a typical subscription research document is accepted by our production coordinators and entered into our electronic publishing system, it is 1) checked for data accuracy, 2) copyedited for grammar, punctuation, and style, 3) proofread for overall consistency, and 3) returned to the author for review and approval. Fifty percent of all documents come back from the author with no changes. Once a document has come back to us from review, we 5) input any necessary final corrections, 6) conduct a final quality check, and 7) publish the document to the Web by converting it to XML and posting it. When needed, we also arrange for the printing and shipping of hard copies by working with the IDC copy center and/or outside print vendors.

***Q* Does your group do any custom publishing? If so, for whom?**

A From time to time, we receive requests from IDC's Consulting and GMS groups to create unique customer deliverables that cannot be produced in Word using our standard developer-supported research templates. Although our bandwidth to handle these cases is very limited, we work directly with the individual project managers to create custom documents with tailored layouts and custom graphical treatments. One highlight for our group from 2004 was working with **John Gantz**, IDC's chief research officer, to design and produce IDC's special limited edition white paper, *40 Years of IT: Looking Back, Looking Ahead.*

***Q* What is the most difficult aspect of your job?**

A The biggest challenge I face is maintaining clear priorities in such a hectic environment. I like to think of myself as an "obstacle remover" for the publishing staff. Regardless of what challenges come up, the high-quality data checking, editing, formatting, proofreading and posting of our research must continue in a timely manner for our clients. Therefore, on any given day you'll find me addressing urgent print production and delivery issues, helping to organize multiple-component projects with tight deadlines, negotiating with project managers and creating on-the-fly procedures for unique documents, working to keep our publishing systems operational and troubleshooting various electronic posting problems.

***Q* To what extent does your group collaborate or share best practices with colleagues who do a similar function outside the U.S.?**

A About every other month, PS&T holds a meeting for all of IDC's worldwide publishing groups. During these meetings, publishing representatives from EMEA, Latin America, Asia Pacific and Canada all dial in to share their region's challenges and best practices. These meetings help us to ensure worldwide consistency of our customer deliverables with respect to the corporate brand. We discuss design changes and communicate any updates to publishing procedures, templates, or tools.

Last year, PS&T U.S. and PS&T Europe, Middle East and Africa participated in IDC's Global Fellowship program by conducting a mutual exchange of employees for two weeks of cross training and information sharing. The exchange was very useful in in-

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Tips & Trucs at-a-glance

First published: November 1997, as a spinoff of *Computer!Totaal*; second issue released in March 1998; bi-monthly until January 2001 after which it is published 10 times a year.

Issues: 92 pages with 150 to 250 tips, including short tips with three to four steps to larger how-to's running six pages and up to 30 steps.

Staff: Editor-in-chief **Eric Verweij**, Deputy Editor **Remco de Graaf**, Sales Manager **Rick van Dijk**, Sales Account Manager **Gavin Verbeek** and **Arnold Diepenheim**, Circulation Manager **Belinda Samuels,** and Circulation Marketing Manager **Marjolein Valk**. The writing, copy editing and layout and production staffs are all freelance.

Tip sheet

T&T's tips come from its staff members, freelancers and even its readers. "We get spammed with tips when we offer prizes for reader tips," Deputy Editor **Remco de Graaf** said. Last summer *T&T* offered a state-of-the-art notebook computer and more than 8,000 people – more than 10% of its reader base – entered the contest.

De Graaf said the staff is considering offering tips for sale online next year. "One of the possibilities is that you pay per tip bundle," he said. "Say you are interested in downloading, specifically downloading using the program Bittorrent. Based on that search string our database would collect all the how-to's and tips about Bittorrent and offers them as a package for 5 Euros (US$6.60). Another option is a subscription or a combination of these two."

More online

To read some sample tips from a recent issue of *Tips & Trucs*, see this article on IDG Central at www.idgcentral.com.

Tips & Trucs

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T&T's circulation figures are evidence of readers' appreciation. The magazine has 27,500 subscribers and newsstand sales between 40,000 and 65,000 at a cover price of 2.95 Euros (US$3.90). The subscriber base is growing especially fast. In November 2003 *T&T* had 15,283 subscribers; by the end of last month there were 26,008 subscribers. "That number does not include the 1,400 new subscribers who signed up at last month's HCC Dagen, the largest consumer computer fair in the Netherlands," de Graaf said. "So in January more than 27,500 will receive *T&T* by mail. Compared with November 2003, that's an increase of 45% in only 14 months."

According to the independent Dutch audit bureau HOI, *T&T* increased its newsstand sales with 24% in the second quarter compared with the same quarter of 2003 while almost every competitor lost between 5% and 30% of its subscriber base.

De Graaf attributed the growing readership to *T&T*'s recent makeover. Two years ago the magazine ran six or seven long articles and nothing else, he said. "Now, we've broadened our view; it has several features and about 10 to 12 main articles. We also introduced the five-level system of tips and changed the basic principle. Now every reader has to be able to get a tip's result instantly by following the described steps without having to buy expensive software or hardware. This makes the magazine interesting to all computer users."

Last March, *T&T* launched its first 100-page quarterly special issue focused solely on downloading, followed by Windows XP, Movies and Music, and this month's Top 500 Tips Ever. Priced at 4.95 Euros ($6.50), the special issues collect a year's worth of tips on one subject in one issue. "In 100 pages we tell you everything you need to know about one topic," de Graaf said. "The regular magazine covers multiple subjects — Windows, Photoshop, the Internet, CD burning, etc. With our fourth special issue we're trying something new again. These 500 tips will be a must-have. It's not the topic that will sell the magazine this time — which will be 200 pages long and cost 6.95 Euros ($9.00) — but the 'best of the best' feeling."

"Every special issue sells around 30,000 copies — far more than most of our competitors do with their monthly issues — and with no special marketing efforts on our part."

— Remco de Graaf

The special issues do not cannibalize the readership of the regular *T&T*, de Graaf said. "In fact, they are a huge success. Every special issue sells around 30,000 copies — far more than most of our competitors do with their monthly issues — and with no special marketing efforts on our part. That the special issues sell themselves on the newsstand is quite a compliment."

*Front row (l-r): Circulation Manager **Belinda Samuels,** Circulation Marketing Manager **Marjolein Valk**; back row: Deputy Editor **Remco de Graaf**, Sales Account Managers **Arnold Diepenheim** and **Gavin Verbeek**.*

Although *Tips & Trucs* is relatively inexpensive at 2.95 Euros, de Graaf and his staff decided that if readers were really interested in a specific topic then the price would not be a real issue. "We were right, the readers have no problem paying more for the special issues. Which is not the case with the monthly magazine. Our surveys show that the price for the magazine is just right. From a publisher's point of view, this special model is great. All the information is repurposed, there are almost no editorial costs and the price is almost doubled compared to the monthly issue."

The ad/edit ratio for an average issue of *T&T* is 28/72; there are only four ad pages in the special issues. De Graaf attributed this to *T&T* being "a real reader's success. Advertisers need more time to understand what the magazine is about. A computer magazine that doesn't test or review products and doesn't necessarily write about great new products? That's too strange. But ad sales are increasing; it just takes a bit more time."

Tips & Trucs has a companion Web site at www.tipwereld.nl. For more information contact Remco de Graaf at rdegraaf@idg.nl. WU

IDG

January 10, 2005

Senior Reporter (CWI)

Computerworld has an opportunity for a senior reporter to focus on producing news stories and features for both the print publication and Computerworld.com. The individual in this position will report to the News Editor. The successful candidate will be highly skilled in reporting and writing, with a demonstrated ability to collaborate with other reporters. Absolutely essential are an avid determination to break news stories and an imaginative approach to producing high-impact features. Also crucial are strong communication skills and the ability to work effectively with editors, graphics designers and the copy desk. Candidates should have at least 5 years of reporting experience in the computer industry, with demonstrated excellence in reporting and writing, and a solid understanding of the needs of IT readers. Also essential is a demonstrated ability to meet deadlines and work productively under pressure. This reporter must be flexible enough to adapt quickly to news events that may change the story direction, and highly resourceful in finding new approaches to IT topics. Also part of this job will be regular travel to user sites and industry conferences. ***Location: San Francisco, CA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Sales/Account Manager, IT Leadership Council (CWI)

The Computerworld IT Leadership Council is a facilitator of peer-to-peer interactions among senior IT executives. The Sales / Account Manager role is a core function, providing sales / business development talent as well as day-to-day operational support for existing clients. Responsibilities: sell annual memberships to VIP prospective clients; develop thorough approach to individual clients on a one-to-one basis, including pre-sales information gathering on the prospective client's company, their industry, role, etc.; keep up-to-date (biweekly) with needs of up to 40 existing clients via telephone; use database and personal knowledge of clients and their initiatives to connect them to peers with related concerns and interests; and stay informed of Computerworld and IDG research, sending to clients relevant and timely materials. Requirements: service experience with VIPs / senior business people; familiarity with IT industry and vendors, including a general understanding of types of IT initiatives at large organizations, e.g. enterprise storage, regulatory compliance, security, wireless, etc.; strong, positive, customer-service mentality; sophisticated, friendly phone manner; excellent verbal & written communication skills, English fluency; executive search experience a plus; and comfortable in a fast-paced, entrepreneurial environment. Minimal travel required. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Media Analyst – Intern (CWI)

Computerworld has an exciting opportunity for an entrepreneurial media analyst to work in an intern role in our Framingham headquarters. Reporting directly to the CEO, the media analyst will work closely with the senior management team on a variety of special projects including but not limited to competitive analysis, evaluation of market trends and research & reporting, particularly in the online segment of our business. Ideal candidates will have some knowledge of, and a strong interest in the media business as well as a basic understanding of technology. Prior experience in an online environment would be a plus. Strong research and analytical skills are required. This position will take an average of 10 hours per week with some fluctuation possible based on the projects. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Senior Marketing Communications Specialist (CXO)

This position will support the marketing and promotions efforts for CXO Media's Executive Programs department. Primary responsibilities include developing sales tools, creating and implementing marketing campaigns, coordinating internal and external resources, creating schedules and managing projects from inception to completion. Qualifications: Strong copywriting and packaging skills required. Qualified candidate will be able to juggle multiple tasks and deadlines, and be extremely organized. Must have a positive, outgoing personality, be customer centric, and a highly energetic and creative person. BS/BA degree required, preferably in marketing or communications. Knowledge of MS Office programs required and familiarity with design programs (Quark, Photoshop, Illustrator) preferred. The ideal candidate will have 7+ years related experience.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Go to http://careers.idg.com to view all current job opportunities at IDG

User Support Specialist (CXO)

CXO Media is seeking a temporary employee to join the IS team for a period of 3 months. The specialist will ready desktop workstations for use by setting them up, installing the necessary software, configuring the system, testing the configuration and delivering the systems to end-users. The specialist will document, research, solve and communicate the solution of technical problems, as appropriate. This includes arranging for hardware to be replaced or repaired, initiating and tracking vendor service, installing or updating software, or changing configurations. The specialist will also communicate and escalate problems as necessary to the appropriate person. This person will also will assist end-users with the use of their systems. This includes group or one-on-one training, consulting on application usage, and assisting users to determine the best application to be used to accomplish the user's business goals. The specialist will assist in the various administrative tasks of Information Services. This includes tracking orders, packing slips and invoices, and updating hardware and software inventories. The specialist will also assist with keeping CIO's support documentation up-to-date.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Director (CWI)

Computerworld is looking for an energetic, highly motivated sales professional to join our team. The successful candidate will have a proven track record of creating powerful sales strategies, pursuing relevant sales opportunities and growing existing business. Our sales team utilizes an integrated, consultative selling approach so candidates should have experience selling multiple product lines simultaneously. This position requires excellent verbal and written communication skills and the ability to develop close relationships both at the customer and agency levels. Advertising sales experience in the IT industry is a plus. Demonstrable closing skills and a creative, collaborative, customer focused style are essential. BA/BS and 8+ years of sales experience required.
Location: Framingham, MA or Paramus, NJ
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Events Regional Account Manager (NWW)

The Network World Events team is searching for a dynamic, seasoned event sales professional for the west coast territory. The Events Regional Account Manager position will be located in our Oakland, CA office. This position offers the right person the opportunity to represent Network World's extensive event portfolio, including Technology Tours & Expos, custom road shows, webcasts and Executive Forums conferences. Qualified candidates must have prior sales experience and a proven track record effectively closing sales and maintaining accounts and positive customer relationships. Ideal candidates must have strong organizational, communication and presentation skills. Individual must be able to effectively work independently and as a member of the sales team. The ability to develop new accounts as well as grow exciting business through integrated programs is required. Familiarity with the networking industry and prior event, trade show and conference experience is necessary . Position requires travel and offers opportunity for growth. ***Location: Oakland, CA***
Contact: E. Cormier, Email: hotjobs@nww.com, Fax: 508-490-6454

Free LinuxWorld exhibit hall passes for IDG employees

IDG World Expo has a special offer for IDG employees and their friends — free LinuxWorld exhibit hall passes. World Expo is also offering an additional 15% off the early-bird pricing (on or before Jan. 14) for the conference program.

Exhibit hall benefits include:

- Keynote presentations by industry thought leaders from Novell, Hewlett-Packard, Computer Associates, IBM and MySQL.
- 10 hours of free educational programming.
- A chance to evaluate the latest open-source technology from the world's leading hardware and software vendors.

To receive your free exhibit hall pass, register online at www.linuxworldexpo.com/live/12/register. You can also register for the conference program. Please enter code H0302 to receive the IDG discount for the conference.

If you have any questions, please contact **Eileen Weinberg** at 508-988-7873 or eileen_weinberg@idg.com.

LinuxWorld Conference & Expo

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MIKE SPONSELLER

*Some of the LinuxWorld Conference & Expo team members include (l-r): **Warwick Davies**, group VP; **Frank Netherwood**, sales manager, LinuxWorld; **Duncan Newell**, event marketing specialist; and **Eileen Weinberg**, group audience development manager.*

home to leading vendors such as Novell, which recently moved its corporate headquarters to Waltham, Mass., from Provo, Utah, and Red Hat, which has designated its Westford, Mass., site as a development hub. Both companies distribute Linux software and sell packaging, service and support to companies, and both will have booths at LinuxWorld and are major sponsors of the event.

The *Globe* article also noted that Boston is the intellectual capital of open-source software, in which the source code is freely available to the public for use and modification. It is the birthplace of the Free Software Foundation, which launched the movement two decades ago.

Almost 20 Boston-area companies are signed up to exhibit at LinuxWorld, and overall, the number of exhibitors will surpass that at last year's New York event, Davies said. They include market leaders such as IBM, Red Hat, Computer Associates, Hewlett-Packard, Novell, Oracle, Sun and BakBone. Last year's show featured 150 exhibitors; to date IDG World Expo has signed 162 exhibitors and expects that total to climb to 175 by show time next month.

"LinuxWorld Conference & Expo is the top Linux and open source event in the industry. It delivers the best education and experience for those interested in Linux and open source solutions and applications," Davies said. "Attendees will hear keynotes from open source thought leaders and get first-hand demonstrations on the latest products showcased by leading vendors. Our world-class conference program draws the best minds in the industry to offer the most up-to-date, targeted and in-depth Linux and open source training available." WU

One on one

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creasing our understanding of the universal challenges associated with content management, workflow tracking and production control.

Q Are there any new technology breakthroughs that have made it easier for your group to do its job in the past year, or are there changes on the horizon in the near future?

A To be successful, our department depends on accurate workflow tracking and reporting, reliable version control, and rapid internal communications. In the past year IDC investigated the latest in content management system technology. IDC's software development team is currently in the process of building a system that will integrate all of our publishing systems and critical databases. When the system rolls out, it will be a tremendous enhancement over our current systems, and it should enable us to efficiently handle a higher volume of varied content as well as provide the ability to better coordinate our publishing operations worldwide.

Q Describe your career path at IDC. Where did you work before?

A Before I joined IDC I was a captain in the United States Marine Corps, specializing in electronic warfare and tactical signals intelligence collection. Wanting to get into the publishing field, I left the Marines and started at IDC as a copyeditor in January 1999. Shortly thereafter, I was asked to serve as production coordinator for our custom publishing operations. That same year I was promoted to traffic manager, and the next year I became the graphics services manager when IDC had its own in-house design group. We consolidated our publishing operations and my current title of publishing operations manager more accurately reflects my actual publishing role, moving across multiple operational groups. WU

Why is it called "beta software"?

The second letter of the Greek alphabet, *beta*, signals the second item in a series. In the world of prerelease software, an "alpha" is the first iteration — a program undergoing in-house testing. When an alpha graduates to beta, intrepid customers get to try it out. Most software passes through multiple beta stages and then "release candidates." The final version is often referred to as GA (for "general availability") or "gold code" — an overly optimistic moniker, given the inevitable bug fixes and service packs that follow.

*—as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief) **Steve Fox** in the October 2004 issue of PC World.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Josef Lohner *IDG Germany*

25
Donna Pomponi *Network World*

23
Bernhard Weeser-Krell *IDG Germany*

21
Grazia Rovati *IDG Italy*

18
Susan Narta *InfoWorld*
Veronique Arene *IDG France*

17
Ursula Nadador *IDG Spain*
Robert Brown *Network World*
Katalin Kopácsi *IDG Hungary*
Erika Schönberger *IDG Germany*

16
Birte Matsen *IDG Denmark*
Zsóka Egyed *IDG Hungary*
Gina Steinmann *IDG Switzerland*

15
Tracey Capen *PC World*
Per Andersen *IDC Nordic*
Lisbeth Egeskov *IDG Denmark*
Imre Birkus *IDG Hungary*

14
Tomas Zrin *IDG Sweden*
Petr Kubat *IDG Czech*
Eos de Feminis *Mac Publishing*
Raimon Gort *IDG Netherlands*
Kazimierz Szot *IDG Poland*
Jennifer Schlee *IDG Germany*
Claudia Völk *IDG Germany*

13
Ute Zirus *IDG Germany*
Ludger Schmitz *IDG Germany*

12
Amy Bartulis *InfoWorld*
Jose Gonzalez *IDG Spain*
Malgorzata Chwaszczewska *IDG Poland*
Wieslaw Pawlowicz *IDG Poland*
Ursula Grimm *IDG Germany*

11
Joe Mola *Computerworld*
Piyush Singh *IDC Singapore*
Fred Driessen *IDG Netherlands*
Jerzy Krupinski *IDG Poland*
Andrea Kirchmeier *IDG Germany*

10
Harald Fragner *IDG Sweden*
Mats Lövgren *IDG Sweden*
Diane Ryczek Rae *PC World*
Stan Erhart *PC World*
David Waugh *Computerworld*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Wojciech Raducha *IDG Poland*
Iwona Bartczak *IDG Poland*
Tomasz Janos *IDG Poland*
Jeannie Button *IT World Canada*
Mustafa Mustafa *IDG U.K.*
Andreas Helmiss *IDG Germany*

9
Anders Danielsson *IDG Sweden*
Cecilia Larsson *IDG Sweden*
Charlotte Kirketerp-Møller *IDG Denmark*
Frank Coelho *Network World*
Jun-ichi Saeki *IDC Japan*
Kiyoshi Suzuki *IDC Japan*
Emanuela Cella *IDG Italy*
Sonja Wunsch *IDG Switzerland*
Maciej Obuchowicz *IDG Poland*
Przemyslaw Gamdzyk *IDG Poland*
Johann Armand *IDG France*
Cheryl Roy *IT World Canada*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Bruno Völk *IDG Germany*
Claudia Pielen *IDG Germany*

8
Henrik Sorin *IDG Sweden*
Lene Winther *IDC Nordic*
Sharon Machlis *Computerworld*
Elisabeth Persson *IDG Denmark*
Keith Shaw *Network World*
Enkutatash Gubaie *Network World*
Mathew Heath *IDC U.K.*
Annabelle Ducellier *IDC France*
Brian Pearce *IDC France*
Andreas Frenzel *IDG Germany*

7
Carina Johansson *IDG Sweden*
Karen Lindström *IDG Sweden*
Vaclav Maletinsky *IDG Czech*
Matt Duffy *Computerworld*
Ann Bednarz *Network World*
József Samu *IDG Hungary*
Andew Brown *IDC U.K.*
Theo Paijmans *IDG Netherlands*
Janneth Arevalo *IDC Venezuela*
Jaroslaw Gorczycki *IDG Poland*
Sung Chik *IDG U.K.*
Sean Ashcroft *Macworld U.K.*
Markus Schelhorn *IDG Germany*

6
Ulrika Halvarsson *IDG Sweden*
Michal Bares *IDG Sweden*
Jana Pelikanova *IDG Czech*
Shellie James *CXO Media*
Joaquin Hevia *IDG Spain*
Charlotte Haubach Jensen *IDG Denmark*
Thomas Meyer *IDC U.K.*
Karine Paoli *IDC U.K.*
Andrew Walton *IDC U.K.*
Maurilio Vitali *IDG Italy*
Matthew Yorke *IDG Corporate Accounts*
Alberto Kaduoka *IDG Brazil*
Michel Crestin *IDG France*
Renske Ellens *IDC Benelux*
Joel Martin *IDC Canada*
Martin Bayer *IDG Germany*
Claus Hauptfleisch *IDG Germany*
Petra Mühleck *IDG Germany*

5
Lina Otterdahl *IDG Sweden*
Stefan Andersson *IDG Sweden*
Katarina Svensson *IDG Sweden*
Johan Kappel *IDG Sweden*
Ulrika Ullman *IDG Sweden*
P.J. Connolly *InfoWorld*
Vanessa Grenfell *PC World*
Esa Peltonen *IDC Nordic*
Michael Meleedy *Computerworld*
Bettina Thyge *IDG Denmark*
Monica Hamilton *Network World*
Rosie Secchi *IDC U.K.*
Paolo Morati *IDG Italy*
Andrea Mone *IDG Netherlands*
Yuji Nishigori *IDG Japan*
Donna Butts *IT World Canada*
Peter Sayer *IDG News Service*
Spenser Dalziel *PC Advisor*
Ruth Drost-Hüttl *IDG Germany*
Mattias Teichmann *IDG Germany*
Anja Smeilus *IDG Germany*

4
Martin Ekman *IDG Sweden*
Johan Wikberg *IDG Sweden*
Therese Sundström *IDG Sweden*
Joe Crocenzi *InfoWorld*
Simon Thaler *PC World*
Daniel O'Boyle Kelly *IDC Nordic*
Pelle Hallberg *IDC Nordic*
Scott Berinato *CXO Media*
Anhia Lara *IDG Spain*
Dan Jensen *IDG Denmark*
Rita Lee *IDC Hong Kong*
Jane Wang *IDC China*
Yuka Shiseki *IDC Japan*
Mike Friend *IDC U.K.*
Daniele Lazzarin *IDG Italy*
Jan de Groot *IDG Netherlands*
Lucia Bianchi *IDC France*
Nicole Filiatrault *IT World Canada*
Anja Boerhoop-Hecht *IDC Benelux*
Julie Tiley *IDC Canada*
Eric Bonner *IDG Germany*
Sabine Schwehr *IDG Germany*
Ingrid Weidner *IDG Germany*
Thomas Hafen *IDG Germany*
Monika de Letter *IDG Germany*
Christian Hofmann *IDG Germany*
Marta Pely *IDG Germany*

3
Milada Kabanjiova *IDG Czech*
Kevin Varley *InfoWorld*
Geoff Sturm *PC World*
Janice Brand *CXO Media*
Jason Klingstedt *IDG Entertainment*
Amparo Rodriguez *IDG Spain*
Richard Chen *IDG China*
Jose Roberto Mavignier *IDC Brazil*
Balázs Barabás *IDG Hungary*
Steffi Han *IDC Korea*
Maki Yokota *IDC Japan*
Mika Washizuka *IDC Japan*
Hirotaka Nishide *IDG Japan*
Monika Fiedler *IDG Germany*
Marion Aschenbrenner *IDG Germany*

2
Karel Tykal *IDG Czech*
Rick Rizner *PC World*
Rusty O'Bryan *IDC Brazil*
Andre Rossini *IDC Brazil*
Ildikó Balázs *IDG Hungary*
Tibor Mozsik *IDG Hungary*
Magdolna Novák *IDG Hungary*
László Varga *IDG Hungary*
Megan Dahlgren *IDC Australia*
Lulu Zhu Xiao-Lu *IDC China*
Jonathan Ha *IDC Korea*
Kazuyuki Ide *IDC Japan*
Raymon Wesseling *IDG Netherlands*
Joseph Altria *IDG Global Solutions U.K.*
Ricardo Cesar *IDG Brazil*
Roberto Kolbe *IDG Brazil*
Alfredo Curiel *IDC Mexico*
Vicki Quigley *IT World Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

Promotions

Dan Sullivan, online managing editor at *Digit*, has been promoted to online development manager of IDG UK. "This is a newly created role and heralds the beginning of a more defined and robust online support team," said IDG U.K. Managing Director **Kit Gould**. "Dan's role will be to manage all technical resources — hardware, infrastructure, development staff, and third-party suppliers. His aim will be to prioritize activities in a way that delivers the best possible support to the rest of the company and helps other departments realize their online objectives more quickly and effectively. There will be a number of new ideas and approaches Dan will introduce that will be designed to continue and increase the momentum that our online activities have been displaying." *dan@digitmag.co.uk*

IDG International Publishing Services Corporate Communications Marketing IDG Communications Assistant **Teresina Cardamone** has been promoted to marketing communications specialist. "In a little over a year, Teresina has been a tremendous help in a number of areas including the 2005 IDG Media Kit, idg.com, and the IPS Recognition Committee. Her energy, enthusiasm, and work ethic are important contributors to the success of the department," said DG Director of Corporate Communications **Howard Sholkin**. *teresina_cardamone@idg.com*

New employees

Inside Sales Representative **Adam Berezin** comes to Life Science Insights from his role as senior account executive with Lightship Telecom. He graduated from Wheaton College in Norton, Mass., with a B.S. in economics. A tennis and soccer player, he also acted in an independent horror movie last year. *aberezin@idc.com*

Judith Cantlin Ho joins IDC Framingham as a senior account executive with the Industry Major Consulting sales team, coming from Genuity, Softbridge and Mathsoft where she held senior sales and product marketing positions. She will be developing new sales opportunities for Industry Major accounts for all of IDC's consulting and GMS products. She holds a B.S. in consumer affairs from Eastern Illinois University and is currently completing an M.A. in communications management at Simmons College in Boston. She is a member of the Longwood Cricket Club, The Badminton and Racquet Club and the Broomstones Curling Club where she was a member of a regional championship squad. *jcho@idc.com*

IDC Framingham has hired **Danielle DeMao** as a junior staff accountant. Previously a health club receptionist at The Thoreau Club, she holds a B.S. in business with a concentration in accounting. An avid snowboarder, she also enjoys watching the New England Patriots and the Boston Red Sox. *ddemao@idc.com*

Previously an account manager with OrderMate Pro Software, **Tom Keane** is now sales manager with IDC West's Global Enterprise Consulting group. A graduate of the United States Military Academy at West Point with a B.S. in general engineering, in 1994 he led a deployment of troops in support of humanitarian relief operations to Haiti as a U.S. Army transportation officer. In his free time he enjoys downhill skiing and mountain biking. *tkeane@idc.com*

IDC Framingham's Services Consulting division has hired **Nicholas Bisconti** as a consulting manager. He was previously an adjunct professor of strategic marketing and business management at Boston University. He holds a B.S. in finance and an M.B.A. from Boston's Suffolk University and coaches youth flag football, baseball and basketball leagues. In 2003 he was nominated to Who's Who In Business Higher Education. *nbisconti@idc.com*

Network World's Events and Executive Forums new director of business development is **Mike Garity**. He was previously managing director of conferences for Dow Jones and Co. and managed the consolidated events teams for several venture capital/private equity-related brands acquired by Dow Jones. He holds a B.A. in business administration with a concentration in finance and economics from the University of Massachusetts/Amherst and an M.B.A. with a concentration in entrepreneurial marketing and management from Babson College in Wellesley, Mass. A "rabid" Boston Red Sox and New England Patriots fan, he also enjoys spending time in Wellfleet on Cape Cod. He is currently "driving [his] wife crazy by systematically tearing out kitchen cabinets, counters and appliances with the unlikely expectation that [he] will whip up a new and improved kitchen." *mgarity@nww.com*

Send details for the Noteworthy section to world_update@idg.com.

IDG WORLD UPDATE
Cardamone

Berezin

PETER SHORT
Cantlin Ho

PETER SHORT
DeMao

PETER SHORT
Bisconti

Anniversaries

continued from previous page

Maartje Elants *IDC Benelux*
Sui Go *IDC Benelux*
Sandra Holleber *IDG Germany*

1
Johannes Hansson *IDG Sweden*
Joachim Nyberg *IDG Sweden*
Ivana Lejckova *IDG Czech*
Steve Rovniak *CXO Media*
Francisco Jose Nunez *IDG Spain*
Anja Kristensen *IDG Denmark*
Ana Lico *IDC Brazil*
Antal Tungler *IDG Hungary*
Tanya Sagar *IDC Australia*
Josh Bain *IDC New Zealand*
Rapiporn Puapunjaroen *IDC Thailand*
Duncan Brown *IDC U.K.*
Judit Sárközi *IDC Hungary*
Marisca Paganotto *IDG Italy*
Lois King *IDG Global Solutions U.K.*
Satoshi Yakuwa *IDG Japan*
Kari Oosting *IT World Canada*
Matt Lawton *IDC Canada*
Michael Braun *IDG Germany*
Markus Maus *IDG Germany*
Sabine Wagner *IDG Germany*

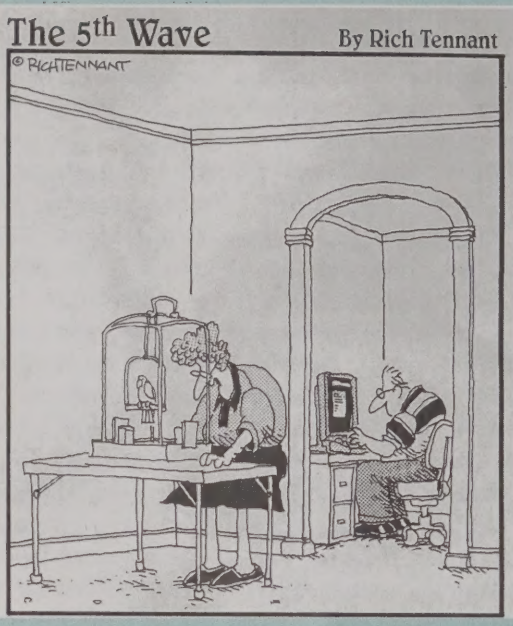
All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Feb. 1.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.



and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Debbie Bernardi *IDC*
Morten Hansen *IDG Norway*
Anders Huldt *IDG Sweden*
Lori Piscatelli *CXO Media*
Soren Queitsch *IDG Denmark*
Piper Sheer *Computerworld*
Mike Sponseller *IDG World Expo*
Mario Toffoletti *IDG Italy*

10 years ago this month at IDG...

- *PC World Italia* and Walt Disney Corp. forge partnership to produce basic personal computing guides for young people and newcomers to the IT market. Disney provides the cover artwork and consults with *PCW* staff in developing comic strips within the editorial pages.
- MACWORLD Expo/San Francisco draws 72,000 attendees and 500 exhibitors at 1,440 booths.
- IDG opens an office in Miami, IDG Latin America, to show the company's commitment to improving products and sales efforts in Latin America.
- More than 60 advertising sales managers from IDG's European publications gather in Lisbon, Portugal, for the company's first pan-European sales conference.
- To mark the publication's 10th anniversary, *PC World Danmark* staff put together the largest PC magazine (216 pages) ever published in Danish. In addition, *PCW Danmark* became the first Danish computer magazine to publish an editorial CD-ROM.
- Marking its 17th year as the leading global enterprise network conference and expo, ComNet '95 in Washington, D.C., set records for attendance — 42,000 — and new product introductions — 300.

Sources: IDG World Update, Jan. 23 and Feb. 13, 1995

Coming up

IDC Marketing Performance Measurement Summit: For Business-to-Business Marketers
Jan. 19
New York
www.idc.com

IDC Outsourcing Forum West: Moving from Efficiency to Competitive Advantage through BPO
Jan. 24-25
San Francisco
www.idc.com

Storage Networking World/Tokyo
Jan. 25-26
Shinjuku, Tokyo
www.idg.co.jp/expo/snw

Security Tech Update
Jan. 25-26
Shinjuku, Tokyo
www.idg.co.jp/expo/nws/index.html

IDG European Online Meeting
Jan. 30 - Feb. 1
Stockholm
Contact: Hanne Tuomisto
hanne_tuomisto@idg.com

CIO Perspectives on Enterprise Value and the CIO Enterprise Value Awards
Feb. 6-8
Fort Lauderdale, Fla.
www.cio.com/conferences

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Revamped banner points visitors in right direction

IDG.com's home page now features a streamlined banner that reflects a greater variety of global products and includes logos for events and Web sites.The banner's burnished orange and purple match the colors of the 2005 IDG Media Kit. A tab system with drop-down windows is in place with sections labeled Home, Products, Doing Business With IDG, Press Room and Careers at IDG.

The "Doing Business With IDG tab has subsections on Licensing, Global Sales Force (i.e., IDG Global Solutions), IDG List Services and Contacting IDG. IDG Marketing Communications Specialist **Teresina Cardamone**, who is managing the site's relaunch along with IDG International Publishing Services Domino Developer **Patrick Kenney**, sifts through an average of 35 to 45 daily queries that come into the "contact IDG" e-mail box. She said the new tab should alleviate visitor confusion on how to connect with the right person for those functions at IDG.

New search tool bolsters usefulness of IDG.com

IDG.com is in the midst of a makeover, and phase one of the enhancements to IDG's public site are visible this week in the form of a new banner (see sidebar) and a greatly enhanced search tool. In addition, the groundwork is in place for a better internal system of collecting up-to-date and detailed information about IDG's publications, events and online properties and displaying that information on the site in a timely manner.

"At this stage, the improvements represent much more of a content change than a graphics change," said IDG Director of Corporate Communications **Howie Sholkin**, whose group manages the content and functionality of IDG.com. "The site is now a more current view of IDG's properties around the world that will be updated continually."

For the first time, visitors will be able to search

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Mac faithful flock to San Francisco for Macworld

MIKE SPONSELLER

Mac users were treated to a host of new product launches at this month's 21st Macworld Expo.

More than 32,000 Apple aficionados shuffled off to San Francisco's Moscone Center earlier this month for the 21st iteration of Macworld Conference & Expo. Although final attendance figures are not yet available, show organizers at IDG World Expo are predicting an increase in attendees over

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IDG steps up presence in South Korea with new unit

IDG Korea formed after acquisition of leading online information media firm

IDG is poised to take a market leadership role in meeting the online information needs of South Korea's rapidly growing IT market with today's opening of a subsidiary, IDG Korea. The Seoul office is the result of IDG's acquisition late last year of IT World Communications, Inc. (IT World), one of the leading online information media and marketing service companies in South Korea.

IDG has had a presence in South Korea for more than 20 years through various publishing licensees and IDC operations. Today, in addition to IDC Korea, a division of IDC Asia/Pacific, IDG partners publish *CIO Korea* and *Hi-Tech Information*, a *Computerworld*-style title.

"South Korea is the most advanced country in the world in using broadband Internet connections and 3G mobile phone services," said IDG Chairman **Pat McGovern**. "We are delighted that with the establishment of IDG Korea, we will be able to not only accelerate the rate of growth of one of the fastest-growing IT markets in the world, but we will also be able to inform 140 million people who use our information services around the world about the IT products, services, and applications developed in Korea."

Since it launched its online IT information portal site in 1999, IT World (www.itworld.co.kr) has become the online information resource of choice for South Korea's IT professionals. The IT World site features information on IT news, trends, reports, seminars and events. More than 50,000 IT executives and professionals — representing 60% of the buying power in South Korea — have become IT World registered members. The site receives more than 40,000 unique visitors daily. Over the next few

continued on page 5

***Andy Yang**, president and CEO of IT World since 2003, will serve as general manager of IDG Korea.*

in brief newsworthy

IDG Romania's 10-year-old ROCS remains on top in local IT&C market

IDG Romania recently staged its 10th annual ROCS (Romanian Computer Show) — a four-day "marathon of knowledge and know-how" — which every year attracts the country's most important IT and communications companies and crowds of users who come to see the latest products and services and take part in the numerous conference sessions.

*IDG Romania Managing Director **Mihaela Gorodcov** presents an award to Ovidiu Artopolescu, general manager of Microsoft Romania.*

IDG Romania Managing Director **Mihaela Gorodcov** noted that ROCS, "by far the most important B2B event for the country's IT&C industry," is both a very challenging and very rewarding undertaking. "Challenging because it is our mission — as worldwide and local market leaders — to find the right answers for the information age, to identify the most important trends in the IT&C field and to adapt them to the local conditions. Rewarding because at the end of those four days we had the feeling that we did our best to make that happen."

This year's event, held at the Marriott Grand Hotel in Bucharest, featured more than 50 participating companies, 1,200 attendees, and a host of press events, conferences, seminars and workshops. Key themes discussed during the sessions focused on business intelligence, business integrated solutions and enterprise applications, data security, IT in health services and communications.

ROCS received extensive television coverage this year as a result of a media partnership with Romanian National Television, which aired coverage of the show on Romania's three major networks.

As it does every year, ROCS concluded with the IDG Romania Excellence Awards ceremony, which honors the best IT solutions and projects in 16 categories implemented in the Romanian market during the year.

For more information, contact Mihaela Gorodcov at mihaelag@idg.ro. WU

Network World's Vortex, DEMO events honored by Conferenza

Network World's Vortex and DEMO events earned high marks from Conferenza in its annual awards for 2004. DEMO Executive Producer Chris Shipley earned Host of the Year honors — for the second year running — for her performance and Vortex was named Comeback of the Year, while co-host Geoffrey Moore got the nod for Rookie of the Year.

Shipley, who serves as executive producer for both DEMO and DEMOmobile, earned kudos because "audiences believe in her, presenting companies excel under her guidance and her events are consistently glitch-free," Conferenza noted.

The seven-year-old Vortex last year expanded its scope beyond its traditional strict focus on telecom and convergence to reflect networking's growing influence in driving broad change throughout enterprise IT. "IDG repositioned it, relocated it and provided improved content to a broader, happier audience," Conferenza said.

"We're thrilled by the recognition for Chris, Geoff, DEMO and Vortex — IDG really dominated Conferenza's annual awards," said NW President & Editorial Director **John Gallant**. "I'm particularly pleased at the praise for the repositioning of Vortex. Geoff and I believe the enterprise IT industry is on the verge of major change and we built Vortex 04 around that belief. It's rewarding to have that effort recognized."

Moore, managing director of TCG Advisors LLC and author of *Crossing the Chasm*, *The Gorilla Game*, *Inside the Tornado* and *Living on the Fault Line*, co-hosted Vortex 2004 with Gallant, himself a past winner of the host of the year award. In his first appearance as Vortex co-host, "Moore demonstrated a deep knowledge and created a consistent framework that's rare at executive events," said the Conferenza citation.

The 15th annual DEMO conference will take place Feb. 13-15 in Scottsdale, Ariz. Vortex 2005 will be held in October. More information is available at www.idgexecforums.com.

Launched in 1998, Conferenza provides news and commentary on technology's top-tier executive conferences. More information is available at www.conferenza.com. WU

Full November profit margin report available online at IDG Central

Each month, *IDG World Update* publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. If you do not have a login and password for the site, you may request one on the homepage.

CW/IW publications
1. *Computerworld Singapore*
2. *China Computerworld*
3. *Computerworld Bulgaria*
4. *Australian Computerworld*
5. *Computerworld* (U.S.)

PC World publications
1. *PC for Alla* (Sweden)
2. *PCtipp* (Switzerland)
3. *Mikrodatorn* (Sweden)
4. PC World Bulgaria
5. *PC World New Zealand*

Macworld publications
1. *Macworld* (U.S.)
2. *MacWorld* (Sweden)
3. *Macwelt* (Germany)
4. *Macworld Espana* (Spain)
5. *Macworld U.K.*

Networking publications
1. *China Network World*
2. *Networld* (Poland)
3. *Network World* (U.S.)
4. *Nettverk & Kommunikation* (Norway)
5. *Network World* (Japan)

Reseller publications
1. *China Computer Partner World*
2. *Australian Reseller News*
3. *IT-Bransjen* (Norway)
4. *Computer Partner* (Netherlands)
5. *Computer Partner* (Germany)

Games publications
1. *GamePro* (U.S.)
2. *GameStar* (Germany)
3. *GamePro* (Germany)
4. *GameStar* (Hungary)
5. *PC Zone* (Netherlands)

CIO publications
1. *CEO & CIO* (China)
2. *CIO France*
3. *CIO Australia*
4. *CIO Singapore*
5. *CIO Japan*

one on one *the interview*

Colin Crawford
IDG's vice president, business development and operations is this week's columnist. Reach him at colin_crawford@idg.com.

"There is probably no more important investment for an IDG online site [than Web analytics software]. Log files are completely insufficient for the effective management of a Web site. Web analytics can be used to drive revenues and save costs."

Q What are the overall trends in online revenue for the first quarter of this fiscal year?

A The pace of online revenue growth continues to be exceptionally strong with several business units exceeding their aggressive goals. In 2005, we are aiming to grow U.S. online revenues by over 40% and international online revenues by over 25% compared to 2004. We are tracking to meet those objectives. Computerworld, PC World and Network World are off to a particularly great start.

Q What do you see as the major goals of the European Online Meeting slated for this month?

A The focus is on revenue growth and how we can share the knowledge and experience of successful sales programs that meet the needs of our customers. It's vital to listen to the needs of our top customers and ensure that our online sites deliver both brand building and direct response as well as targeted lead-generation programs. The development of cross-site and cross-country programs plus the deployment of technologies to easily deliver these sales programs is an important issue in Europe.

Q Are there significant differences between the U.S. and European online marketplaces?

A The European marketplace is slightly behind the U.S. but will catch up within the next 18 to 24 months. However, legal issues around database registration and the collection of data will ensure that there are unique initiatives coming out of Europe. As broadband becomes more widely deployed, I believe the expense of delivering magazines via the mail coupled with newsstand challenges in Europe will result in a very rapid move away from newspapers and magazines toward the consumption of content via the Internet.

Q How important is Web analytics software in tracking online activity at IDG's business units?

A There is probably no more important investment for an IDG online site. Log files are completely insufficient for the effective management of a Web site. Web analytics can be used to drive revenues and save costs. All user activity on a Web site can be tracked — often in real time — and the site constantly fine-tuned to reflect user behavior. What type of content is read, when it is consumed, how users navigate through the site, which forms work, which advertising layouts work, etc. Without effective Web analytics in place you are flying blind and not managing your online opportunities. Most U.S. sites now have or will shortly have Web analytics in place as do many international sites.

Q Where do you think IDG is doing a good job of leveraging shared resource to cut costs or generate new revenue opportunities?

A While IDG retains a decentralized philosophy, there are many examples of various business units collaborating to negotiate as a group with vendors. Examples include ad serving (DoubleClick, Falk), Web analytics (WebSideStory, Omniture), webcasts (Accela, On24), comparison shopping engines (PriceGrabber), contextual advertising and sponsored links (Google, IndustryBrains). We trust the business leaders to identify those areas where shared resources make sense. I recently conducted an audit of all technologies being deployed by the U.S. business units in order to help identify opportunities for cost saving. A similar exercise is being carried out in advance of next week's European Online Meeting.

Q What were your impressions of this month's Macworld Expo?

A It was one of the strongest Macworld Expos in several years and kudos to the IDG World Expo team for pulling off a great event. Apple did not disappoint with the launch of the Mac Mini and the iPod Shuffle along with updates to their consumer creative suite — iLife and the introduction of iWorks. Although Apple tends to dominate the expo, there was a slew of new product announcements from other developers — especially around the iPod. My predictions for 2005 are G5 PowerBooks and a video pod. In 2006, I anticipate that Apple's Digital Hub strategy centered around a Digital Entertainment Center will become clearer. However, as Apple does not share any details of their product launch strategy, my guess is probably as good as yours!

Q What is your opinion about the long-term viability of digital delivery of magazines?

A Yawn! Seriously, there will be a small proportion of any circulation file that is interested in digital distribution but it is unlikely to be significant. We need to focus on developments in the online world — not on replicating print technology in a digital format. Digital distribution was driven by some publishers' desire to save costs not an underlying user need.

Q How do you see the Digital World product line evolving during 2005?

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Macworld

continued from page 1

***VICTORY DENIED**. The Genius Barred team, composed of (l-r): **Peter Cohen**, senior editor, MacCentral, Inc.; **Jason Snell**, Macworld editor-in-chief; **Jim Dalrymple**, editor-in-chief, MacCentral, Inc.; and Bryan Chaffin, editor-in-chief, Mac Observer, Inc. competed — but lost — in the popular MacBrainiac Challenge trivia quiz show.*

last year's figure of 32,409.

IDG World Expo's Macworld Audience Development Manager **Sarah Hindmarsh** attributed the uptick in attendees to an increase in the visibility of Apple's products, especially the iPod. "There was a huge amount of speculation around what Apple would be announcing at Macworld, especially since they didn't participate in the recent Consumer Electronics Show," she said. "I think people are feeling more confident about traveling and are starting to invest in their training again, and our conference is really the only program with such a variety of up-to-date programming for every level of user."

According to Hindmarsh, the audience for Macworld is a cross between professional and home Macintosh users. "They are usually very knowledgeable and passionate about the products that Apple is producing, as well a lot of the peripherals that can accompany the product. We did see an increase this year in people looking for products to accompany their iPods, but the core market was still focused on the Macintosh."

At 280, there were 20 more exhibitors than at the last San Francisco event, and they rented more square footage than last year. IDG World Expo Public Relations Manager **Mike Sponseller** said organizers listened to exhibitor and attendee feedback from 2004 and decided to pack the entire show in the Moscone Center's South Hall this year to enhance the exhibit hall experience. "Feedback from attendees about this change has been very positive so far," he said. "Many attendees have said to us that this year's show is more energetic and they bumped into things they might not have otherwise seen. Exhibitors were especially pleased about the change because of the increased traffic."

While Apple's announcement of the iPod Shuffle music player and the Mac Mini computer made the biggest splash at the show, IDG employees were also making their presence felt. Among the participants in the live Apple trivia quiz show, the MacBrainiac Challenge, were **Christopher Breen**, editor-in-chief, Playlistmag.com and *Macworld* magazine columnist; **Dan Frakes**, *Playlist* reviews editor and *Macworld* senior editor; **Jason Snell**, Macworld editor-in-chief; **Peter Cohen**, senior editor, MacCentral, Inc.; and **Jim Dalrymple**, editor-in-chief, MacCentral, Inc. (For other show highlights go to www.macworldexpo.com/live/20/events/20SFO05A/exposition/CC719771.)

Hindmarsh called the show a success, noting that this was the first time in several years in which the numbers of exhibitors, square footage and attendees did not decline. "I think the efforts of the World Expo team is really what helped to make the event such a great experience for everyone. Our event services team, led by Operations Manager **Nora Risti**, really pulled together and worked incredibly hard to make the behind-the-scenes logistics ran like clockwork so that the end result appeared seamless to all."

The next Macworld Expo will be held July 11-14, 2005, at the Hynes Convention Center in Boston. For more information go to www.macworldexpo.com or contact Sarah Hindmarsh at sarah_hindmarsh@idg.com. WU

Macworld magazine maintains high profile at expo

Macworld magazine used the recent Macworld Conference & Expo in San Francisco to increase its brand recognition. The monthly gave away 15,000 copies of its February 2005 issue, and, with two tables on the show floor, sold 473 subscriptions, compared with 391 the previous year. It also sold roughly 500 copies of its new *Playlist* newsstand-only publication, adding $2,546 to its till.

The magazine editors' annual Best of Show list of products that made their debut at Macworld Expo or were recently announced can be found at www.macworld.com/2005/01/news/expobestofshow/index.php.

In addition, 14 company teams ponied up $1,500 in cash or equipment to compete in the fifth annual MacBowl, a charity bowling event organized by *Macworld* and Aspyr Media during Macworld Expo. Among the teams that laced up their bowling shoes were Microsoft, Apple Computer, Inuit and Roxio, raising more than $23,000 in cash, hardware and software, a new record.

This year's proceeds benefited the Jean Parker Elementary School in San Francisco's North Beach neighborhood, a computer-deficient school selected by the San Francisco Unified School District. WU

PONSELLER

*(L-R): Aspyr Media President Michael Rogers, Macworld Publisher **Cynthia Ramsey** and Jean Parker Elementary School Principal Janet Dong.*

IDG

January 24, 2005

Online News Reporter (CWI)

This is an online news reporting position that is focused on producing general-assignment news stories for Computerworld.com's twice-daily news feeds. Some stories may be used in the print newsweekly Computerworld. The individual in this position will report to the Online News Editor. The successful candidate will be highly skilled in reporting and writing in a very fast-paced environment under extreme deadline pressure. Scanning Web sites and other news sources for breaking news of interest to Computerworld.com's target audience (business IT professionals) is an important skill. Other qualifications include the ability to call industry contacts, analysts and customers for comment and analysis of breaking news stories, and the ability to write news stories clearly and quickly. This person must have at least 2 years of reporting experience, with demonstrated experience meeting daily deadlines. Experience covering the technology industry a plus. ***Location: Flexible***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Product Development Manager (CXO)

CXO Media is seeking a Product Development Manager for an executive community. This position is responsible for developing security products that solve problems voiced by security executives. Duties entail interviewing, investigating and extracting key information from content experts, gathering input and identifying potential products, project management, tracking product success and profitability, and developing measures for future product selection. Requires excellent editorial, technical writing and presentation skills along with proven experience in creating and packaging branded educational or written products. Also requires attributes such as curiosity, insightfulness, ability to meet and quickly connect with people and to adapt easily to different personality types.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting opportunity for an experienced Sales Development Manager working in CXO's CIO service organization. This individual contributor position is charged with selling the program to end-user organizations in public and private sectors. The Sales Development Manager is responsible for the entire sales cycle, including prospecting, to recruit leading CIOs into the CIO Executive Council. The Council delivers value and support through member interactions and member-initiated change efforts around IT value, IT workforce, Sarbanes-Oxley, Vendor Influence, and Investor Influence. This individual must be experienced in working with CIOs across the entire sales cycle: identifying, meeting, presenting, negotiating and transacting new members and handling continued participation of existing members. An outstanding record in consultative sales/closing business in an account management environment featuring a quota is required. Candidates must have the ability to meet personal and team financial goals, conduct substantive content discussions with CIOs and deputies on the phone and in-person, demonstrate poise and grace under pressure, understand general knowledge of the business of IT, possess the ability to work well within a team and across functions, and have the resourcefulness and creativity to optimize the sales process. Superior verbal and written communication skills and 8-10 years experience in a related role are required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Marketing Communications Specialist (CXO)

This position will support the marketing and promotions efforts for CXO Media's Executive Programs department. Primary responsibilities include developing sales tools, creating and implementing marketing campaigns, coordinating internal and external resources, creating schedules and managing projects from inception to completion. Qualifications: Strong copywriting and packaging skills required. Qualified candidate will be able to juggle multiple tasks and deadlines, and be extremely organized. Must have a positive, outgoing personality, be customer centric, and a highly energetic and creative person. BS/BA degree required, preferably in marketing or communications. Knowledge of MS Office programs required and familiarity with design programs (Quark, PhotoShop, Illustrator) preferred. The ideal candidate will have 7+ years related experience.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Client Relations/ Project Manager, Custom Publishing (CXO)
CXO Media Inc. is seeking a Client Relations/Project Manager to join its Custom Publishing team. This individual will be accountable for managing client relations, publication production, operations and project administration for custom supplements, magazines and websites. The ideal candidate will possess 5+ years work experience in marketing, magazine publishing or an advertising agency. The candidate must be able to multitask in a fast paced environment and be detail oriented. Strong communication and customer service skills are essential. Proficiency in Mac platform and use of Quark, and Photoshop required. Proficiency in PC platform and use of MS Word, Excel required. Basic editing, graphic production/design skills strongly preferred. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Editorial Assistant (CXO)
CXO Media Inc. is looking for an editorial assistant to help support the editorial team. This position will provide the right candidate an opportunity to learn all aspects of the editorial operations of a magazine. Duties include general support to the editorial department, fact checking, occasional research for writers and editors, and fielding questions from readers and PR reps. Opportunity to write occasional short items. Candidate must be able to juggle multiple deadlines, be detail oriented, flexible and a team player, with the ability to work independently. Good communication skills a must. Knowledge of Quark, CopyDesk, Lotus Notes and online technologies is helpful. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Member Services Manager (CXO)
CXO Media has an exciting opportunity for a Member Services Manager working on CXO's executive community which provides the most senior executives at leading enterprises worldwide with research, problem solving and support. The Member Services Manager (MSM) works with Account Reps providing high-touch consultative services to senior level executives. MSMs conduct needs assessment interviews with Council members at enrollment, advise, schedule, and follow-up on member-to-member peer matches and provide support on major programs such as Council-wide tele or web conferences. MSMs communicate regularly with account reps on the activities and status of their accounts, provide the team valuable "storytelling" information about satisfied members, and partner with account reps on member renewal. MSMs provide feedback to management about membership trends and offer proposals for new Council programs and events. Ideal candidates are extremely detailed, have excellent written and oral communication skills, are adept researchers, and enjoy a wide variety of tasks and responsibilities. 5-7 years of relevant experience and knowledge of the IT industry are required.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Director, Energy Upstream Strategies (EI)
Energy Insights is seeking a research director to lead the Energy Upstream Strategies product family. The research director will have responsibility for oil & gas exploration and production and other related business areas. He/she will be responsible for coordinating the research agenda with other Energy Insights analysts as well as other analysts throughout IDC. The individual must have strong research project management experience as well strong writing and presentation skills. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand (end user) and supply (vendor) side of technology markets. The research director will have primary responsibility for the newly launched Energy Upstream Strategies research program and must be a contributor to other programs such as the Energy Executive Council, Emerging Energy Agenda, and Worldwide Energy Industry Spending Book. In overseeing this program, the director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. As this is a new product, the director will be responsible for developing and maintaining new processes associated with the gathering of primary and secondary information to support the product. The data will be gathered from a number of different sources and used by multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The desired individual will preferably have a master's degree with 10+ years working experience in the oil & gas industry and/or with a firm that provides market research, advisory or consulting services to the oil & gas industry.
Location: Framingham, MA
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Analyst, Semiconductors (IDC)

IDC's Semiconductor team is seeking a Research Analyst to cover chip technology and market trends in broadband and wireless system designs. Adoption of new and improved DSL, cable modem, and fixed wireless (802.16) access technologies continues to occur in the market. Meanwhile, wireless technologies such as WLAN (802.11a, 802.11b/g, 802.11n), UWB, Bluetooth, and Zigbee are also being developed to transport data, voice, and video services to PCs, consumer devices and other systems within the home. We expect the increased convergence of broadband and wireless technologies will have a profound impact within the market especially as the semiconductor suppliers create the underlying silicon products that enable this exciting future. This position will be responsible for delivering IDC's vision for this dynamic market. The analyst will be responsible for gathering and analyzing qualitative and quantitative information to create research studies that provide strategic insights and advice to our clients. Responsibilities include market sizing, forecasting, market share reporting, vendor analysis, tracking technology trends, pricing analysis, and supply/demand analysis. Other responsibilities include working with IDC analysts around the world to shape our research in broadband and wireless markets, maintaining publication deadlines, and perform custom consulting. The analyst will be responsible for responding to inquiries and developing relationships with various contacts within the industry including top executives and marketing managers within semiconductor and OEM accounts along with investment banking analysts and the media. The ideal candidate will have strong writing and analytical skills, proficiency in the use of Microsoft Excel, and familiarity with survey research. A bachelor's degree is required. In addition to a positive attitude and good interpersonal skills, candidates with experience in the semiconductor, broadband or wireless industry will be preferred. The position requires the candidate to work out of IDC's San Mateo, California office. Some travel is expected.

Location: San Mateo, CA

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Connectivity is policy in South Korea

IDG Korea General Manager **Andy Yang** said not only is Korea one of the fastest-growing information technology and communications markets in Asia, it is the most "connected" country in the region as a result of government policy to give everyone in the country Web access.

"The government has had a vision of 'e-Korea 2010' since 2000," Yang said. "All students in elementary and high schools have Internet access, and broadband-based e-education services are available. An e-government infrastructure and service system is also underway."

According to the Ministry of Information and Communications, South Korea has more than 30 million Internet users, 31 million mobile users, 15 million broadband Internet users, and 22 million Internet banking users.

IDG Korea contact information

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Fax : +82-2-558-6955 (main)
www.idg.co.kr
www.itworld.co.kr

IDG Korea

continued from page 1

weeks, IT World will be revamped with an IDG-style look and feel and an increasing amount of IDG content.

In addition to its online information service, IT World provides online marketing communication services to major information technology companies in South Korea. IT World's marketing communication services include customer database management, Web site management and online marketing promotion.

IT World also provides IT corporations with marketing communication support for new product launches, corporate customer seminars, conferences, exhibitions and tradeshows. Customers have included the South Korean operations of global companies such as Sun Microsystems, BEA Systems and Adobe Systems.

For the past three years the company has organized the IT Marathon, in which more than 5,000 amateur marathon runners from IT companies participate in a half marathon and 10K and 5K races throughout Seoul. The event's Web site is at www.itmarathon.com.

Andy Yang, who has served as president and CEO of IT World since 2003, has been named general manager of IDG Korea. Earlier in his career he co-founded and served as vice president of Neodigm, Inc., which provides technology-specific marketing services to global IT companies. Yang also served as marketing program manager at HP Korea. He has an Executive M.B.A. from the Helsinki School of Economics and a B.S. in industrial engineering from Seoul National University.

"Teaming up with IDG ensures the continued quality of IT World's media and marketing services," Yang said. "IDG will be able to provide better information and marketing services to Korean IT vendors, while continuing our commitment to IT professionals."

South Korean law prohibits foreign ownership of more than 49 percent for publishing companies, but there is no restriction on foreign ownership of Web companies. As a result, IDG Korea will produce only Web products and no print products.

Write to Andy Yang at andy_yang@idg.co.kr. WU

IDG 한국IDG
INTERNATIONAL DATA GROUP

*IDG Korea General Manager **Andy K. Yang** (third from right), welcomes IDC Korea General Manager **Duk-Hwan Oh** (fourth from right) to the new IDG subsidiary office in Seoul. Yang said he is looking forward to a good business relationship with his market research counterpart. The IDG Korea staff with them includes (front, l-r): **Shin-Shil Eom**, senior Web creative specialist, online media; **Jung-Yul Kim**, Web creative specialist, online marketing services; **Yuna Kim**, Web creative specialist, online marketing services; Oh; Yang; **Eun-Suk Seo**, marketing solutions specialist. (Back, l-r): **Jong-Sang Park**, online marketing services manager; **Chang-Oh Kim**, IS services specialist; **Dootak Kim**, senior editorial staff, online media; **Jin-Hyuk Lee**, sales manager, Marketing Services; **Eun-Kyu Lee**, marketing solutions specialist.*

Coming up

IDG European Online Meeting
Jan. 30 - Feb. 1
Berns Hotel, Stockholm
Contact: Hanne Tuomisto
hanne_tuomisto@idg.com

CIO Perspectives on Enterprise Value and the CIO Enterprise Value Awards
Feb. 6-8
Fort Lauderdale, Fla.
www.cio.com/conferences

DEMO@15!
A Network World event
Feb. 13-15
Westin Kierland Resort & Spa
Scottsdale, AZ
www.demo.com

LinuxWorld Conference & Expo
Feb. 14-17
Hynes Convention Center
Boston
www.linuxworldexpo.com

Strategy Days
An IDG Germany event
Feb. 17-18
Intercontinental Hotel, Hamburg, Germany
Contact: Canio Martino
cmartino@cio.de, www.cio.de

Computerworld IT Leaders Conference
March 6-8
JW Marriott Desert Ridge Resort
Scottsdale, Ariz.
leo_leger@computerworld.com
www.premier100.com

noteworthy people

PETER SHORT
Woolf

CRISTINA RIVAS
González

MICHELE NELSON
Peters

PETER SHORT
Han

Gonzalez

PETER SHORT
Strattner

Promotions

Computerworld West Coast Online Sales Manager **Sean Weglage** has been promoted to director of online sales. "Since joining CW in 2003, Sean has not only significantly grown our West Coast online revenues but has increased our new advertiser base exponentially," said **Gregg Pinsky**, CW VP. "He has successfully sold and championed integrated solutions across all Computerworld product lines and has driven many pan-IDG programs. His dedication to clients and team-player attitude make him a valuable asset to Computerworld. In this new role, we will leverage Sean's talents by expanding his overall online sales responsibility nationally." *sean_weglage@computerworld.com*

New employees

IDG Framingham has hired **Suzanne Woolf** as a business analyst for IT planning. She was previously a senior business analyst with NLG and holds a B.S. in graphic design from St. Cloud State University in St. Cloud, Minn. Away from her desk she enjoys reading, gardening, crafts, scuba diving and exercise. *swoolf@idc.com*

Kristin Miles joins *Network World* as a client services specialist, coming from Digitas where she worked in account management. She holds a B.S. in business administration from Boston University's School of Management and enjoys photography and traveling. *kmiles@nww.com*

Previously a business development manager with Novar Plc., **Jonathan Baker** is now senior business development manager with IDG Global Solutions EMEA. He holds a postgraduate marketing diploma from Oaklands University in Hertfordshire and enjoys motor racing, running, cycling and swimming. *jonathan_baker@idg.com*

Basilio González joins IDC Mexico as senior analyst in the Servers and Storage, Mexico group, coming from American Express where he worked as a business engineering automation specialist. He holds a degree in computer engineering from the Universidad La Salle in Mexico City. He enjoys travel, reading, playing the guitar and chess. *bgonzalez@idc.com*

Emily-Jane Peters is IDG Entertainment's new online sales manager. Previously, she was a regional sales manager at GameDaily. She graduated from Muhlenberg College in Allentown, Pa., with a B.A. in English and Spanish and enjoys spending as much time as possible outdoors, especially skiing and hiking. *epeters@idg-entertainment.com*

Christine Brito joins the IDG Corporate Services Group in Framingham as an administrative assistant. Previously she was a billing clerk at Estes Expresslines. She holds an associate's degree in musical theatre from Dean College in Franklin, Mass., and enjoys kickboxing, aerobics and writing. *christine_brito@idg.com*

IDC New Zealand has hired **Jenna Griffin** as a Services and Solutions analyst. A recent graduate of Auckland University, she holds a B.A. in politics and Spanish. Her interests include soccer, tennis and travel. *jgriffin@idc.com*

Previously a lead analyst with John Hancock Financial Services, **Hey-Sung Han** joins IDC Framingham as a research analyst. She earned a B.S. in mathematics from Boston College and an MBA from MIT's Sloan School of Management. Away from the office, she enjoys playing with her 13-month-old daughter. *hshan@idc.com*

Engagement Manager **Christopher Picanso** comes to IDC Framingham from his role as senior product manager with Student Advantage. A graduate of Northeastern University in Boston, he holds a B.S. in journalism. *cpicanso@idc.com*

Returning employees

After a four-year hiatus, **Jeannette Gonzalez** returns to IDG as a project manager with *InfoWorld*'s sales department. She originally worked for *GamePro* as circulation promotions manager, then went to *Red Herring* as circulation acquisition manager, followed by a stint as an editor in Macy's direct-mail division. She holds a B.A. in anthropology from Palomar College in San Marcos, Calif., and enjoys swimming, softball and being physically active. She is currently "learning how to sing and rock out on my acoustic guitar." *jeannette_gonzalez@infoworld.com*

Transfers

Anthony Strattner first joined IDG in 1997 as the executive editor at *Solutions Integrator*, became a senior research analyst at IDC, then became special project manager at *Bio-IT World*. He is now editorial manager with IDC Framingham's Go-to-Market Services group. He has a B.F.A. in theater arts with a minor in journalism from Adelphia University in Garden City, N.Y. Outside the office he enjoys flower gardening, music, and reading. *tstrattner@idc.com*

One on one

continued from page 3

A I remain extremely excited about the opportunities around Digital World. I believe that *PC World* publications around the world, with their strong and trusted brand, can build an environment for their audience seeking information about high-end convergence products. At the same time they can create a new brand in Digital World that offers buyers interested in high-end consumer electronics products a comprehensive database-driven resource for product, pricing and installation information, support (including hints, tips) as well as community-driven discussion groups. I believe there is a role for print, online, conference and expo products in this space, but it is likely that online will be the biggest opportunity. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Joanne Capolino *IDG Research Services*

23
Renee Pierce *IDG*

21
Lee Doyle *IDC*
Mark Winther *IDC*
Donna Sparrow *IDC*

20
Paul Bonarrigo *Mac Publishing*
John Gantz *IDC*
Rebecca Segal *IDC*

19
Brad Thorpe *IDC*

18
Claudette Sears *IDG Research Services*
Christian Le Gall *IDG France*
Vincent Half *IDG Netherlands*
Jean Bozman *IDC*

17
Deb Vozikis *Network World*
Chris Guio *InfoWorld*
Mary Wardley *IDC*
Michelle Criscenzo *IDC*

16
Amy Hanania *IDG*
Ken Fuller *IDG*
Miriam Karlin *IDG*
David Emberley *IDC*

15
Amanda Patrick *IDG Australia*
Marcel Warmerdam *IDC Benelux*
Lillian Richard *IDG*
Seana Maguire *IDG Research Services*
Ben Barbante *InfoWorld*

14
Gary Koch *IDC Hong Kong*
David Cobb *PC World*

13
Harry MacCracken *PC World*
Michael Wallace *IDC*

12
Barbara Kitzis *IDC*
Felix Gonsalves *IDC*
Eric Prothero *IDC*
Randi Siegal *IDC*
Laura Nurzynski *IDC*
Shane Rau *IDC*

11
Cathy Garland *IDG*
Edyta Bajorek *IDG Poland*
Greg Morgan *Network World*
Peter Jildesten *IDG Sweden*

10
Bob Gleason *IDG*
Richard Bailey *IDG U.K.*
Paul Krill *InfoWorld*
Yvonne Kappel *IDG Sweden*
Dennis Philbin *IDC*

9
Jean-François Macanda *IDG France*
Baiju Nakarja *IDC U.K.*
Melissa Tooley *Computerworld*
Mary Steeves *IDC*
Barbara Irvine *IDC*

8
Susan Watson *CXO Media*
Carlos Cid *IDG Spain*
Roger Kay *IDC*

7
Josepha Jobe *IDG France*
Ronda Bittner *Mac Publishing*
Mike Barbato *CXO Media*
Deanne Hart *IDC*
Stephen Minton *IDC*
Christopher Murphy *IDC*

6
Jonathan Holmes *IDC U.K.*
Sam Martin *IDC U.K.*
Julie Bort *Network World*
Tracy Yee Vaught *PC World*
Jenny Holmberg *IDG Sweden*
Daniel Sjöholm *IDG Sweden*
Stephen Harris *IDC*
Bruce Hollocher *IDC*
Judith Young *IDC*
Jason Gould *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*
Morris Edwards *IDC*
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5
Sophie Boddele *IDG France*
Shirley Chua *IDC Singapore*
Cynthia Crow *PC World*
Franck Zamora *Mac Publishing*
Lisa Huck *PC World*
Mats Westin *IDG Sweden*
Johan Isaksson *IDG Sweden*
SaraJane Robinson-Retondo *Computerworld*
Mary Gregory *CXO Media*
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Laura Milewski *IDC*
Dan Vesset *IDC*
Andrea Siegel *IDC*
Jonathan Gaw *IDC*
James O'Brien *IDC*
Matthew Eastwood *IDC*
Allen Leibovitch *IDC*
Margaret Follmer *IDC*

4
Anna DiMaria *IDG Ventures*
Faith Clunie *IDG*
Hara Aronson *IDG Int'l Publishing Services*
Laurie Horn *IDG*
Nikki Civetti *IDG Travel Services*
Wendy Donnellan *IDG Travel Services*
Shari Redan *Bio-IT World*
Jason Bremner *IDC Canada*
Dorota Chrisp *IDC U.K.*
Puneet Narang *Network World*
Carl Löfgren *IDG Sweden*
Mikael Nyberg *IDG Sweden*
Nanette Jurgelewicz *Computerworld*
Thomas Vavra *IDC*
Anne Carver *IDC*
Miryam Doris Hernandez *IDC*
Michael Swenson *IDC*
Reagen Brown *IDC*
Brad Nisbet *IDC*
Susan Rae *IDC*
Karen Lucero *IDC*
Max Flisi *IDC*
Shiv Bakhshi *IDC*
Coleman Jolley *IDC*
Lisa Giberti *IDC*
Songtao Lu *IDC*
Karen Mosher *IDC*

3
Ekaterini Varmazis *Bio-IT World*
Gina Bajenaru *Bio-IT World*
Kevin Davies *Bio-IT World*
Mark Gabrenya *Bio-IT World*
Sal Salamone *Bio-IT World*
Aida Kazuo *IDC Japan*
Travis Darrow *IDC*
Michael Sullivan *IDC*

2
Grant Gross *IDG News Service*
Jeff Bussgang *IDG Ventures*
Koichi Hoshihara *IDG Japan*
Helga Szemenkár *IDC Hungary*
Mauricio Monteiro *IDC Brazil*
Johan Olsson *IDG Sweden*
Cecilia Löwenadler *IDG Sweden*
Sanna Norlin *IDG Sweden*
Annika Guldroth *IDG Sweden*
Christopher Leger *Computerworld*
Venu Reddy *IDC Singapore*
Sue-Yuan Heng *IDC Singapore*
Hwuei-Foong Loh *IDC Singapore*
Rich Vancil *IDC*

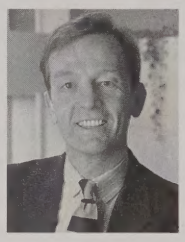
1
Nicolette Speerstra *IDC Benelux*
Godfried Boogaard *IDC Benelux*
Jesper Stein Sandal *IDG Denmark*
Danielle Tetreault *IT Careers*
Susanna Hinds *IDG Corporate Communications*
Andreas Gierke *IDC Canada*
Hiroyuki Odagiri *IDG Japan*
Fumiaki Azegami *IDG Japan*
Akiomi Koike *IDG Japan*
Åsa Israelsson *IDG Sweden*
Stacy Sudan *CXO Media*
Bill Golden *CXO Media*
John Vulopas *CXO Media*
Rasi Thirumalai *IDC Singapore*
Cara Tan *IDC Singapore*
Keith Bagley *IDC*
James Golden *Life Science Insights*
Ken Krilla *IDC*
Sheila Murphy *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

We hereby highly resolve...

With the advent of a new year come all sorts of well-intentioned plans for exercising more, abandoning bad habits and various and sundry other attempts at self-improvement. IDG World Update asked employees to share their thoughts on any work-related resolutions that might have arisen this month.



"Just think of the collective power if every IDG editor, writer or salesperson talked with one additional customer every day! I'm going to try to. Our print/online articles would be much richer and our topline would grow as thousands of IDG salespeople made one additional call per day."

— ***Gary J. Beach**, group publisher, CXO Media*

"Reflect on and measure effectiveness of last year's marketing activities. Evaluate competitive landscape. Work with the InfoWorld team to build new products and address new opportunities before the competition."

— ***Paul Calento**, vice president of Marketing, InfoWorld*

"I suppose striving to do better in all areas is always on our agenda. In terms of doing things differently this year, I expect us to be more proactive in meeting the needs of our readers and the IT industry. This includes delivering latest/breaking news on a frequent basis using our online platform, and developing integrated programs (Web, print and events) to help advertisers' implement their marketing strategies."

—***Justin Then**, editor, Computerworld Malaysia*

"One of the healthiest behaviors in our business is to get more feedback from customers about their wants and needs. In our marketing mix, we talk to them in many ways throughout the year, but nothing beats direct contact for understanding exactly what helps them, so I'd like to think that I can personally make more direct contact with IT management and sponsors this year."

— ***Derek Hulitzky**, vice president, Event Marketing & Conference Programs Computerworld*

IDG.com

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across IDG publications, events and online properties — individually or all three — worldwide. Entering "Spain" in the "Search IDG Products" box and selecting all three options will reveal a complete list of IDG's publications, Web sites and events in that country, including IDC events. There is also an advanced search feature.

Viewing the publication, online and event information is also more intuitive, with a complete alphabetical list in each category. Visitors will be able to view IDG publications and online sites sorted by Title, Region, Country and Product Line. Events can be sorted by the first three criteria as well as Event Series (e.g., LinuxWorld, Storage Networking World) and a new option, Event Date.

Clicking on each of the individual products listed leads to a snapshot description. Publication and online descriptions include links to the site, reader demographics and ad specifications. For events, that description also includes a direct link to the event site, if one exists, and a link for attendee registration.

Ensuring that the product descriptions are as detailed and up-to-date as possible is now a reality thanks to a closer tie between IDG.com and the data collection process for the IDG Media Kit. Beginning next month, the information provided by each business unit for the 2006 media kit will include additional items for IDG.com, such as detailed product descriptions and larger graphics. All the data will be continually uploaded to IDG.com as it is approved by Corporate Communications. As a result, the IDG Media Kit will no longer be a static document, though a print version will continue to be produced annually.

During the coming months, phase two of IDG.com's relaunch will include integrating new colors throughout the site, a redesigned home page below the banner, and a revised Press Room.

*Write to Marketing Communications Specialist **Teresina Cardamone** at teresina_cardamone@idg.com.*

WU

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Bogdan Learschi *IDG Romania*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

This week on IDG Central

Meet your colleague

Known as a "true team player," Financial Specialist **Helen Flagg** works hard to make numbers work for her colleagues at IDG List Services.

Writing workshop

Unsure when to use words like "healthy" or "healthful" or "proven" or "proved"? Read the guidelines in the Dubious Word Choice columns.

Best Practices Exchange

More ideas for how to boost online revenue and drive traffic are being posted daily following the IDG European Global Online meeting in Stockholm last week.

Go to www.idgcentral.com.

Silvia Bassi named country manager at IDG Brazil

Silvia Bassi, who previously logged two tours of duty with IDG Brazil and most recently was managing director at Burson-Marsteller Brazil, returned to the company last month as country manager. She replaces Dario Dal Piaz, who resigned to pursue other interests.

Bassi

Bassi's 20 years of experience is primarily in the IT publishing field, with additional stops at America Online Brazil, where she was content and programming manager, and Burson-Marsteller, where she crafted communications strategies for clients such as HP Brazil.

"I feel like I'm coming back home," Bassi said. She began her career as a technology journalist as a college intern at IDG Brazil and then worked as a reporter from 1985 to 1989. "I'm really an IT enthusiast, and I believe that a lot of this passion comes from what I learned in my early professional years at IDG," she said. "While a lot of Brazilian IT journalists at the time were more concerned about busi-

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MPA honors Pat McGovern with lifetime achievement award

STEVE FRIEDMAN

*George Green (l), president & CEO of Hearst Magazines International and a longtime friend of IDG Chairman **Pat McGovern**, introduced McGovern to the crowd of publishing executives gathered for this month's presentation of the MPA's Henry Johnson Fisher Award.*

With 400 of the publishing industry's leading executives looking on, IDG Chairman **Pat McGovern** stepped to the podium in the grand ballroom of the Waldorf-Astoria in New York City late last

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Parker leads Manufacturing Insights

Parker

VP/Manufacturing Insights **Bob Parker** has more than 20 years of experience in both the manufacturing industry and market advisory services. His most recent position was at AMR Research, heading the discrete manufacturing practice. He has also worked as director of operations, CIO and division controller, and as COO and principal of Open Access/Technology Distributor. *bparker@manufacturing-insights.com*

IDC's Manufacturing, Energy Insights companies debut

IDC last month added to its vertical-market Insight research offerings with the launches of the Manufacturing Insights and Energy Insights groups. The two Framingham, Mass.-based companies will provide IT users in their respective industries — manufacturing and energy — with fact-based research, case studies, benchmark testing and best-practice analysis.

"IDC has traditionally provided research for the sellers of technology," said IDC VP **Dennis Philbin**. "The Insights companies are designed to provide advisory services to the users of technology. They are meant to be boutique research companies, so the research, sales, and marketing are carried out within the Insights company. We do leverage the IDC infrastructure wherever possible, including its sales force, finance, IT, human resources and country offices."

Philbin said the Insights strategy is one of several growth initiatives at IDC. "As the IT industry matures and the technology purchases are driven more by business-process issues, users will need information on best practices, best vendors, and benchmarking to get the most out of their IT investments. The Insights companies will provide this advice at a very deep, industry-specific level."

Traditional IDC research and products target high-tech vendors, and the vertical-market Insights groups, such as Financial Insights and Life Science Insights, focus on end users. "In the case of Manufacturing Insights, however, the high-tech companies are also leading manufacturers, so we will be

continued on page 5

in brief newsworthy

IDC stepping up coverage of vibrant IT market in Adriatics region

With the Adriatic region's IT markets continuing to heat up, IDC Croatia was recently renamed to reflect the wider scope of its focus. IDC Adriatics now reports on the IT markets in Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Montenegro, Macedonia and Albania.

The IT markets in each of these countries, according to IDC Adriatics Managing Director **Boris Zitnik**, have been experiencing double-digit growth over the past two to three years and are becoming of increasing interest to IDC's customers throughout the Europea, Middle East and Africa region.

These six countries have a combined total population of approximately 23 million people and, according to Zitnik, their IT markets have an estimated value of $1.6 billion. The two largest markets, Croatia and Slovenia, are responsible for the lion's share of this total with each boasting an IT market valued at approximately $600 million; Serbia's market is valued at roughly $350 million and the remaining three countries account for the rest.

*Staff at the IDC Adriatics office include (l-r): **Igor Krizevan**, research analyst, Software; **Nikolina Jurisic**, research analyst, Office Equipment; **Boris Zitnik**, **Ana Bazdan**, conference manager; **Kresimir Alic**, senior analyst, Telecommunications.*

IDC's involvement in the region dates to 1990, when the former Yugoslavia was covered in a special study on the newly opened Eastern European IT market, conducted by an IDC international group in Framingham, Mass. IDC subsequently created a Central Eastern European research group, which continued to cover Yugoslavia for several years until the outbreak of war.

Coverage was restarted in 1996 when IDC signed a license with OMNIAconsult, an IT market research firm founded by Zitnik in 1994. In 2001, OMNIAconsult was converted to a wholly owned IDC subsidiary. The company currently operates offices in Zagreb, Croatia, and Ljubljana, Slovenia. It plans to open a third office in the Serbian capital city of Belgrade by March.

In addition to market intelligence, IDC Adriatics also produces a number of conferences throughout the region. In the past three years it has held 11 regional events in Zagreb and Ljubljana focusing on storage, security, business intelligence and outsourcing; as well as two local events, EAS Forum and Logistic Solutions. In total, more than 2,500 IT managers and executives attended these events.

IDC Adriatics has also undertaken several custom consulting projects including a first-of-its-kind study of the ICT industry in Slovenia for the Slovenian Chamber of Commerce and Industry, which laid the groundwork for articulating that country's ICT strategy. The government of Croatia is now considering a similar analysis and the Informatics Society of Macedonia has also expressed interest.

IDC Adriatics is part of the IDC Central Europe, Middle East and Africa (CEMA) regional office, which is headed up by **Steven Frantzen**, managing director and Group VP, CEMA.

Contact Boris Zitnik at boris.zitnik@idccroatia.hr. WU

Germany's IDG Business Verlag inks deal to produce Sun's customer magazine

Looking to open up a new revenue stream, IDG Business Verlag GmbH recently signed its first contract to produce a customer magazine for Sun Microsystems. While the company has long been involved in custom publishing — producing pieces commissioned by customers under the IDG brand — the contract to produce *Sun Talk* magazine, which is a Sun-branded product, represents a foray into new territory for the company.

*IDG Businss Verlag Publisher **Canio Martino** said the opportunity to produce Sun Talk arose during a sales call.*

According to Publisher **Canio Martino**, this opportunity arose during a sales call in which Sun personnel expressed interest in reviving *Sun Talk*, which had ceased publication more than a year previously. "Part of our strategy is to be open to anything," Martino said. "In these times you have to do more consulting than hard selling. That means listening to the customer's problems and then finding ways to offer solutions."

In this case, the solution was an offer to step in and relaunch the publication for Sun. Working in consultation with Sun and its agency Publicis, Martino developed the concept for the new *Sun Talk*, coordinated development of a new layout, and hired and supervised freelance writers to produce the editorial.

The new magazine is divided into five major sections: Trends & Technologies; Management & Strategy; Practice & Projects, which deals with case studies and problem solving strategies; People & Ideas; and Tips & Lifestyles, which focuses on subjects outside of professional life.

"We have transferred the concept and production of our new *Sun Talk* to IDG Business Verlag because we appreciate their consultative approach and their expertise," said Martin Häring, Sun marketing director.

Published quarterly with a minimum print run of 40,000, the next issue will coincide with CeBIT in March and have a print run of 70,000. "*Sun Talk* is the first step that IDG Business Verlag is taking into corporate publishing," said Group Publisher for IDG Business **Karin Giffhorn**. "We regard the corporate publishing sector as an important business field for the future and intend to step up our activities in this direction."

For more information contact Canio Martino at cmartino@cio.de. WU

one on one the interview

Pat Kenealy
IDG's CEO is this week's columnist. Write to him at pk@idg.com.

Beyond IT

Asked which three non-IT-related Web sites he frequents the most, IDG CEO **Pat Kenealy** replied:

"My personalized Yahoo home page, Fidelity.com, and sfgate.com (the Web site of our daily newspaper in San Francisco). I no doubt consume way more media overall than is good for me, but most of my Internet use apart from work is either for personal finance, quick e-commerce or task-oriented search. I recently tried to use the Internet to help myself buy a flat-panel TV and didn't feel well-served, but I had just the opposite impression when I used the Internet to buy a wireless router at home. Like our customers, I used new information sources to make my purchase decisions, but the publisher in me saw how much IDG could improve the process."

***Q* Please sum up IDG's performance in FY04 and your projections for how IDG will fare in FY05. What are the key challenges and opportunities ahead?**

A "Performance" can refer to many things. Consider three: finances, operations and strategy. Financially, IDG performed better in FY04 than in FY03, which was, in turn, better than FY02. I'm happy with this progress, which has been reflected in our stock price growth over that time. Operationally, cost controls are working, revenue growth is returning and worldwide efforts to increase our online revenues are gaining momentum.

Strategically, IDG is staying sharply focused on four activities and two IT market megatrends. The four activities are IT market research, publishing (including online), events and venture capital, all of which we do on a global basis. The two megatrends are 1) the Internet's changing of how our "reader" and "advertiser" customers communicate and 2) the simultaneous vendor consolidation in legacy IT markets and the emergence (and convergence) of the "post-Internet" IT and consumer electronics markets. The first quarter of FY05 was slower than I liked, but Q2 is feeling better. I'm predicting that FY05 will be another year of gradual improvement for IDG, spiced with positive surprises as selected countries and online operations do better than the generally-improving trend.

***Q* The Digital World concept has had varying degrees of success in the countries that have tested the magazine. What lessons have we learned?**

A It's too early to reach binding conclusions, but we're seeing the usual cultural differences in technology adoption and media preferences. Our publishers and editors are each fine-tuning their local approaches, but they are all separately and collectively considering the role of magazine-driven vs. Web-driven — or even Web-only — approaches to the networked home and convergence markets.

***Q* IDC research indicates strong growth in IT marketing budgets this year and more significantly (to IDG's favor) an emphasis on brand building. What are some specific ways business units can take advantage of this scenario?**

A Now is the time for our top execs — country managers, publishers, and chief editors — to join their sales reps and reporters and get in front of the top execs of our customers. We all know the generalities of how budgets swing back and forth, but it's important to hear personally what customers' starting strategy priorities and marcomm preferences are every year. This is especially true this year when "online" and "leads" are seen as hot and their interaction with print and television media are still poorly understood.

***Q* Having been managing general partner of IDG Ventures before coming on board as IDG CEO, to what extent do you stay active in that side of the business? What are some recent highlights of IDG/V activities?**

A I've spent no more than a day or two a month on VC-related activities the last couple of years, but my day job keeps me pretty busy. The recent highlights at IDG Ventures around the world have been the best kind: IPOs. China Finance Online, Ctrip, HC International, Kingdee, PlanetOut and Superdata are examples of IDG Ventures companies that went public last year. I think IDG is really joining the select ranks of global VC players, and I think we'll see a steady flow of IPOs in coming years. We'll use the cash from those IPOs to invest in more venture investing, and — importantly — in new IDG operating projects.

***Q* Who are our most important competitors given our growing business efforts in the areas of online, events and face-to-face programs?**

A My top few: Google, Cnet, Yahoo, AOL, and CMP. Every smart online publisher is noticing the IT market as an opportunity, and every smart print publisher is diversifying into online, events and face-to-face.

***Q* Is IDG doing anything to target the technology information needs of the mid-market (small and medium-size businesses) specifically?**

A Not at headquarters, but many of our operating units have supplements, special editions, events, e-newsletters, etc. for small and medium-size IT operations. It's not clear that the SMB market supports stand-alone media properties of profitable scale, but I'm confident that our publishers watch their markets closely enough to watch that trend on our collective behalf.

*Questions for Pat Kenealy and IDG Chairman **Pat McGovern** will be forwarded anonymously. Send them to world_update@idg.com. Suggestions for future columists are welcome.*

Two new STARs shine brightly in Framingham

Alana Jones, HR director in the Human Resources Services Division, and **Diana Hermes**, human resources IS analyst, are the most recent winners of the IDG Corporate Boviard STAR Award.

Noting that she "is always enthusiastic, always positive, always looking for ways to make things better," Alana's nomination stated that she "has become a trusted and highly valued member of our business unit, despite the fact that we are only one of her many IDG clients. She is always pro-active, never misses a deadline and is constantly helping us to improve."

*IDG CFO **Ted Bloom** presents the Corporate Boviard STAR Awards to **Alana Jones** (l) and **Diana Hermes**.*

Diana, who last March transferred to the IDG HRIS department from the IDG payroll department where she had worked for five years, was cited for the outstanding assistance she provided during a reorganization of IDC's payroll account lines.

"Diana's assistance led to a smooth reorganization. She was very willing to do last-minute updates and changes and extremely responsive and helpful. We could not have made it through the reorg without all of her help," noted the nomination.

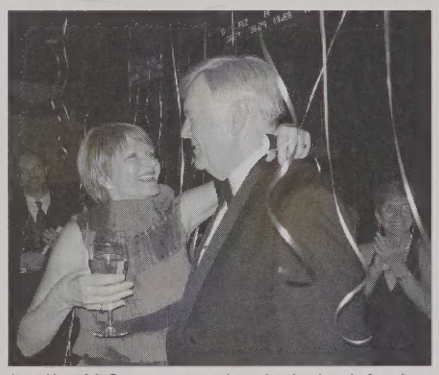
Presented twice yearly to employees who are nominated by their peers for demonstrating outstanding Service, Teamwork, and Results, STAR Awards are open to employees in IDG's corporate groups as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions.

For more information, contact IDG Office Services Manager/ Executive Assistant to the CFO **Lucy Sheehan** at lucy_sheehan@idg.com.

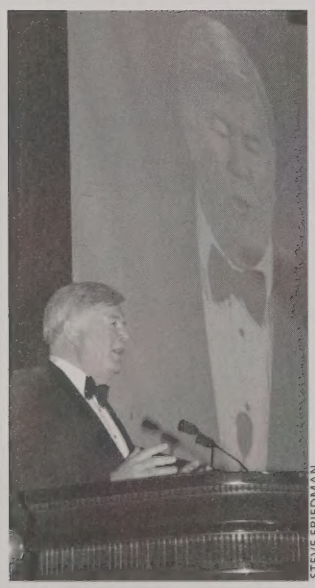
McGovern

continued from page 1

month to accept one of the highest honors in magazine publishing. Established by the Magazine Publishers of America (MPA) in 1964 (the same year that McGovern launched IDC), the Henry Johnson Fisher Award recognizes individuals who have made significant and long-standing contributions to the magazine publishing industry and who have demonstrated extraordinary leadership, skill and understanding in support of the industry.



Lore Harp McGovern congratulates her husband after the award presentation.



STEVE FRIEDMAN

***Pat McGovern** addresses the audience, which included some 60 IDG colleagues and their guests as well as the IDG Board of Directors and members of his family.*

McGovern was preceded to the podium by his longtime friend George Green, president & CEO of Hearst Magazines International, himself a 1997 recipient of the same award. In his introduction, Green called McGovern, "the best-known unknown publisher in the room — until tonight." McGovern is the 51st recipient of this lifetime achievement award, joining a who's who of publishing luminaries that includes such well-known individuals as Malcolm Forbes, Walter Annenberg, Richard Smith, Hugh Hefner, S.I. Newhouse, Jr. and Helen Gurley Brown.

Some 60 IDG colleagues and their guests attended the black-tie ceremony, including the presidents of most of IDG's U.S. business units as well as IDG Sweden Managing Director **Bengt Marnfeldt,** IDG China President & CEO **Hugo Shong** and members of the IDG board of directors. "I was very gratified by the fact that so many colleagues from IDG were present at the award ceremony. And it was wonderful to meet the heads of so many other publishing companies throughout the U.S. who shared the evening with us," McGovern said.

McGovern noted that when he received the call from the MPA notifying him of his selection as their 2005 recipient of their Lifetime Achievement Award, he told them they were about 15 years premature. "I still have many things to accomplish on my 'to do' list," he pointed out, "but they told me their decision was final!"

In accepting the award, McGovern was quick to share the credit with colleagues throughout IDG. "It is an occasion like this that makes me very proud that the worldwide accomplishments of IDG and its reputation for editorial excellence, policy of selecting and supporting excellent team members and commitment to growth are so respected by the publishing industry."

Each recipient of The Henry Johnson Fisher Award receives a Steuben crystal urn, a representation of "The Arts," along with a leather-bound citation. The original award is on display at the MPA headquarters in New York. An honorarium of $10,000 dollars is also presented to each recipient. McGovern chose to donate his honorarium to the Free Library of Philadelphia, where growing up, he explained, he developed his love of reading.

More online

To view more photos from the MPA ceremony as well as video clips of **Pat McGovern**'s acceptance speech and his video introduction, visit IDG Central at www.idgcentral.com.

IDG

Current Jobs, Week of February 7, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Edit	Associate Managing Editor	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Cust Serv	Customer Service Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editor	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online News Reporter	Flexible	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Senior Reporter	San Francisco CA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Event Operations Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Intern	Media Analyst - Intern	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Director	Framingham MA or Param	Piper Sheer	piper_sheer@ computerworld.com	508-820-8162
	Sales	Sales/Account Manager, IT Leadership Council	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
CXO Media						
	Cust Serv	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Editorial Assistant	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Features Writer, CMO Magazine	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Events	Director of Marketing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Senior Marketing Communications Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	General	Product Development Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	General	Program Director, Pharmaceuticals (CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist (Temp)	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Research	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Online Account Executive	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Regional Sales Manager	San Francisco CA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Entertainment						
	Edit	Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG List Services						
	Sales	Account Executive	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG News Service						
	Edit	Asia Correspondent	Flexible	Elizabeth Heichler	elizabeth_heichler	617-239-7816
IDG Ventures						
	Admin	Executive Assistant	Boston MA	Anna DiMaria	adimaria@idgventures.com	617-534-1218
InfoWorld						
	Ad Sales	Publisher	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Admin	Sales Assistant	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Exec Progs	Director, CTO Executive Council	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Mac Publishing						
	Bus Dev	Product Champion	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	HR	Director of Human Resources	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Assistant	Devon PA	Eric Cormier	ecormier@nww.com	508-490-6592
IDG Corporate Services Group						
	Financial	Bookkeeper	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	HR	Payroll Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	IS	Lotus Domino Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Travel						
	Travel	Travel Agent, VIP/Group	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDC						
	Admin	Receptionist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	General	Office and Research Services Manager	San Mateo CA	Jim Klepper	jklepper@idc.com	508-935-4143
	IS	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Marketing Development Director	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Marketing Director, Conferences	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Marketing	Marketing Programs Director, Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Marketing Specialist	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Learning Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Pricing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Program VP, Healthcare Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, CMO Advisory Research	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Moblie and WiFi Infrastructure	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Mobile Phone Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Quantitative Research	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Research Analyst, Semiconductors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Document Solutions	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Senior Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Network Management	San Mateo CA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Researcn Analyst, Vertical Views	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Global Enterprise Accounts, East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Client Services Representative, Enterprise Major West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Help Desk Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Energy Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Financial Insights						
	Research	Senior Research Analyst, Consumer Banking and Credit	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Exec	VP Research, Life Science Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Life Science Tools and Technology,	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Consulting Director, Manufacturing Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Supply Chain Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

IDG

February 7, 2005

Associate Managing Editor (BIO)

Bio-IT World Magazine has an exciting opportunity for an Associate Managing Editor to join our editorial team. The Associate Managing Editor is responsible for supervising Bio-IT World's monthly editorial production cycle and online portfolio of e-newsletters. Primary duties include: creating editorial schedules, overseeing copyediting staff and performing some copyediting duties, coordinating with the art director, working with pre-press supplier to ensure timely delivery of Bio-IT World editorial products and writing occasional pieces for print and online. Candidates must be familiar with Quark and thrive under deadline pressure. The ideal candidate will have experience managing a print editorial copy desk, experience in a copy edit role, and be proficient in managing web content. Knowledge of the IT industry and the life science industry is also desirable. The managing editor reports directly to the Executive Editor.
Location: Framingham, MA
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Lotus Domino Administrator (CSG)

IDG's Corporate IT department offers an exciting opportunity in a fun, fast-paced environment. We are seeking an experienced Lotus Domino Administrator. The successful candidate will be responsible for our global email routing infrastructure consisting of cross-certified domains. In this position you will be responsible for the maintenance and support of the mail including E-Mail, calendaring and scheduling, virus protection, performance monitoring and tuning, and capacity planning with Lotus Notes. Other responsibilities include but are not limited to assisting with desktop support, as well as providing excellent customer service. Required Skills: Proficiency in working with Domino 5 & 6, Sendmail, and SMTP. Knowledge of Linux, Windows NT, 2000, 2003 Servers, Windows XP, Mac OSX, and TCP/IP is desirable. DNS on Linux and experience with VMware a plus! The successful candidate will have experience writing and documenting system procedures including business continuity planning. Excellent written and verbal communication skills, as well as the ability to provide superb customer service skills at all levels of an organization. Other requirements include strong organization, detail orientation, as well as the ability to function in an ever-changing environment.
Location: Framingham, MA
Contact: J. McKaughan, Fax: 508-988-7972, Email: jljobs@idg.com

Director of Marketing (CXO)

CXO Media has an exciting opportunity for a Director of Marketing to lead the rapid expansion of our Executive Programs business. Working closely with various team members, the successful candidate will drive audience development and sponsor development marketing campaigns. Oversee the creative strategy and packaging/implementation of all sales tools, including theme, look & feel, messaging, fit with other programs, for all print, online and other media, as well as coordinating on-site and post-conference research, public relations activities and trade relationships. Candidates must have 10 years of progressive experience in marketing management with a demonstrated audience development track record. Innovation, excellent customer service skills, the ability to organize multiple detailed projects, proficiency with Microsoft Office, and a bachelors degree are all prerequisites. Extensive staff management experience required, as is travel to all conferences. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Member Services Manager (CXO)

The Member Services Manager (MSM) for the CIO Executive Council works with Account Reps providing high-touch consultative services to senior level IT executives. Reporting to the Managing Director, MSMs conduct needs assessment interviews with Council members at enrollment, advise, schedule, and follow-up on member-to-member peer matches and provide support to Program Directors on major programs such as Council-wide tele or web conferences. MSMs communicate regularly with account reps on the activities and status of their accounts, provide the team valuable "storytelling" information about satisfied members, and partner with account reps on member renewal. MSMs provide feedback to Council senior management about membership trends and offer proposals for new Council programs and events. Ideal candidates are extremely detailed, have excellent written and oral communication skills, are adept researchers, and enjoy a wide variety of tasks and responsibilities. 5-7 years of relevant experience and knowledge of the IT industry are required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Online Account Executive (CXO)

CXO Media is seeking an online account executive to prospect, close business, and service accounts across our full portfolio of online products (banners, whitepapers, newsletters, webcasts) for CIO.com, CSOonline.com and CMOmagazine.com. This individual will be responsible for uncovering potential clients, identifying the key decision makers, presenting our unique selling proposition, and developing RFP's. Requires 3-5 years of inside online sales experience, strong telemarketing skills, proven ability to prospect and close online business, basic presentation skills, knowledgeable about the web, PC proficiency (Word, Excel, PowerPoint) and ability to work in a fast paced environment. Technology marketing experience a plus. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Regional Sales Manager (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Regional Sales Manager based in San Francisco to cover sales for our newest publication, CMO Magazine. Reporting to the Publisher, this position will be responsible for establishing an integrated advertising base for the Western Region. Specific responsibilities will include direct sales, developing effective sales presentations, support tools, and forging new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 5 years sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required. ***Location: San Francisco, CA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Vice President/General Manager, Online (CXO)

CXO Media is seeking a Vice President/General Manager of all of its award-winning, C-Level online properties and products, including CIO.com, CSOOnline.com, CMOMagazine.com, and Darwinmag.com. As a member of CXO's Executive Staff, this individual will have full P&L responsibility and will lead overall strategic planning, product development and management efforts for CXO's online properties. Specific responsibilities include content programming, audience development & retention, new information services & products, and advertising/business development. Candidates must have the ability to create and transform online models including expert financial planning and business skills, new product development experience, extensive online product sales skills and insights, audience development and analytics experience, and strong project management skills. This individual will collaborate heavily with all CXO Media's departments. In addition, the VP/GM will work closely with his/her IDG peers on IDG pan-initiatives. Candidate must possess at least 7 years of online/internet experience with P&L responsibilities related to product management and development and strong management and communication skills. A proven track record in building and launching successful internet products and services and a strong understanding of internet technology as it relates to the content space are also required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Analyst, Quantitative Research (IDC)

IDC's Quantitative Research Group (QRG) is seeking a motivated, self-sufficient Research Analyst to manage demand-side research surveys. This individual will be part of a small, fast-paced collaborative team that conducts primary market research that assists IDC analysts in building better forecasts and more credible research deliverables. QRG partners with analysts to launch demand-side research studies and develop models that provide foundation data, promote consistency and leverage demand-side research across IDC worldwide. As an IDC/QRG Research Analyst, this individual will be responsible for research design, web survey programming, SPSS syntax development, data checking and survey project management. This analyst will be expected to collaborate with other IDC analysts, taking their research concepts and translating them into a survey methodology that meets budget and analysis expectations. This individual will be expected to handle an individual workload while also collaborating on major projects. Requirements for the IDC/QRG Research Analyst position include prior experience with and proficiency in survey research design, strong research methodology and quantitative skills, and familiarity with SPSS and Excel. This individual should be able to quickly be self-sufficient, work independently as well as collaboratively, and have good time management skills. BA/BS required with at least 2 years work experience. Positive attitude and good interpersonal skills are welcome.
Location: Framingham, MA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Marketing Specialist (IDC)

IDC's Clients & Mobility, Consumer, and Telecommunications groups are seeking an energetic individual with a "can do" attitude to join the marketing programs team to manage marketing programs for IDC's worldwide research. This position affords an excellent opportunity to manage many aspects of marketing communications within the context of these varied research programs. Activities performed in the Marketing Specialist role include overseeing all the promotional writing for the group including: press releases, promotional writing for email campaigns, Web and newsletter content, list management, tracking marketing metrics, coordinating breakfast briefings at major trade events, and collateral creation. Analyst and Sales support for the group is also required. Exceptional written and communication skills are needed, as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts, IDC's sales force and outside freelance designers. The candidate must be an independent self-starter who is organized, creative, and capable of working on several different projects simultaneously. This individual must have good people skills and the ability to motivate others. 2-4 years of marketing experience including promotional writing, creative visualization and marketing communications is desired, and a B.A. degree is required. Familiarity with Microsoft Office products is essential.

Location: Framingham, MA

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Global Enterprise Accounts, East (IDC)

IDC's Global Enterprise Advisory team is seeking a Senior Account Executive who will focus on selling IDC's research products to G1000 "A" prospects and existing accounts. This position will report to the AVP GEA Sector, East Coast. The Sr. Account Executive will be responsible for generating approximately $2.6M in revenue – both renewal and new sales of CIS, consulting and GMS opportunities to G1000 "A" prospects and existing accounts. As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. Requirements for the position include 3-5 years of sales experience, along with strong written, analytical, and verbal communication skills. Strong telephone cold calling experience preferred. Prior experience selling an intangible product or service is a plus. The ideal candidate will have demonstrated experience developing existing accounts and developing high level relationships. Additionally, this person will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. This position requires strong time management and organization skills. Prior market research industry sales experience is helpful, but not required. This position is based out of Framingham, MA and will require approximately 30% travel.

Location: Framingham, MA

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Executive Assistant (IDV)

IDG Ventures is a $700 million, early-stage, global venture capital firm with offices in Boston, San Francisco, Seattle, London, China, and Vietnam. We are seeking to hire an Executive Assistant in our Boston office to provide support to the Managing General Partner and other members of the investment team on all matters of administrative support. This individual will schedule appointments, make travel arrangements, prepare expense reports, maintain office files, personnel files, contact data base, and answer phones. This position includes frequent interaction with all investment team members, as well as outside companies and other business relations. The ideal candidate will possess a high degree of professionalism, strong organizational and project management skills, ability to juggle multiple projects simultaneously, work effectively under pressure of deadlines, and a strong sense of organizational processes. Attention to detail, diplomacy, and ability to prioritize very important. This is a busy, highly visible environment. Proven ability to work independently as well as part of a team desired. The ideal candidate must possess initiative and strong interpersonal, communication, and problem-solving skills. PC computer skills should include Microsoft Office, including Outlook, Word, Excel, and PowerPoint. Requires a minimum of 5 years of senior management administrative experience, or a combination of education and experience.

Location: Boston, MA

Contact: A. DiMaria, Fax: 617-262-3636, Phone: 617-534-1218, Email: adimaria@idgventures.com

Help Desk Specialist (IDC)

The IT Systems and Operations Group is looking for a Help Desk Specialist to provide ongoing support for our corporate and remote offices. This role is responsible for supporting IDC desktop systems and will serve as a point of contact for all US offices regarding desktop issues. Key to the success of this role is the ability to develop relationships with local IT staff, employees, and management as well as local IT vendors. Responsibilities include: Providing first level client support and providing up to date reporting to IT Management regarding call volumes and recurrent desktop issues; Developing and maintaining standard desktop configuration for all US offices and maintaining an inventory of up-to-date images for deployment; Tracking current virus alerts and ensuring that systems are updating the necessary files to ensure IDC's data integrity; Implementing a full maintenance plan for all desktop devices in the region; Proactively identifying areas where desktop changes will be required to ensure system reliability and availability; Serving as a technical resource for regional IT staff members regarding Desktop technology issues; Attending and contributing to the weekly US IT meetings. Requisite Skills and Experience: Must be experienced with internal client facing problem solving and support with a high degree of customer service; Experience with the configuration of LAN/WAN technologies as they relate to desktop systems; TCP/IP skills are an absolute must; Must have experience supporting remote users of Lotus Notes in a LAN/WAN and dial-up environment; Must have experience troubleshooting network connectivity issues; Must have a high degree of skill and experience with the following technologies: Win2K Pro, Office2K, Lotus Notes 6;x, Internet Explorer, remote dial-in applications, Netware clients, Dell hardware and firmware, hand-held device synchronization; The EMEA Help Desk Specialist may also be required to perform routine systems checks (as defined by the Manager) and report and escalate problems as required; Must have a high degree of willingness to be involved at all levels of a project; 1-3+ Years experience in a help desk environment is necessary; ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Marketing Director, Conferences (IDC)

IDC's US Conference Group is seeking a Marketing Director to join our growing team. The Marketing Director has responsibility for planning and executing marketing campaigns, within budget, for a new conference and expo to be held in 2006. The Marketing Director is a key part of the senior management team and will work with the Senior Program Director to plan and execute a launch strategy for the 2006 event. The primary responsibility of this position is to manage an integrated marketing campaign to drive attendees, exhibitors and sponsors to our events. The Marketing Director is responsible for negotiating partnerships with publications and associations; planning and executing public relations efforts; managing database standards and maintenance; working with designers to produce all promotional materials; and creating and distributing sales collateral. The ideal candidate works well independently and as part of a changing team of analysts, sponsors and program managers. Candidates must also have the drive to meet personal and team financial goals, demonstrate grace under pressure, be motivated to provide the highest level of service and value and possess superior verbal and written communication skills. 4-6 years experience in a similar or related role required.
Location: Framingham, MA
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Network Lifecycle Services (IDC)

IDC's Enterprise Computing Research Group is seeking a Senior Research Analyst to cover trends in the worldwide and U.S. market for network consulting and integration services. The Senior Research Analyst will be responsible for gathering qualitative and quantitative information, synthesizing and analyzing industry trends in a logical and forward thinking manner, publishing research reports, and responding to clients' inquiries. Candidates must possess excellent written and verbal communication skills and knowledge of the networking industry. Responsibilities include writing research, supporting IDC client inquiries and briefings, developing market forecast and market revenue share reports, analyzing and reporting on demand-side survey data, executing on consulting engagements, providing selected information to the trade and business press, and working closely with IDC sales and marketing to communicate an promote the Network Lifecycle Services program. The data collection and analysis process will require the development of in-depth knowledge of the network consulting and integration services market, and vendors' service offerings and strategies. The Senior Research Analyst will have significant contact with IT vendors, IDC Research Analysts on a global level and the press. Candidates must have knowledge of the networking industry. Candidates must demonstrate excellent written and oral communication skills. Spreadsheet skills must include the ability to work with pivot tables and perform data modeling. Experience with databases and surveys preferred. A bachelor's degree is required. MBA a plus. Limited travel to start. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Senior Research Analyst, Small/Medium Business/Home Office (IDC)
IDC's SMB and Home Office research practices examine the changing use of advanced technology in key customer segments. We are seeking a Senior Research Analyst to support a diverse group of clients: the largest computer hardware and software firms, voice and data service providers, wireless and networking technology firms, as well as applications specialists, from ERP and accounting to security and CRM. Client and prospect companies range from startups to major multinational technology providers. Responsibilities will include: Preparing survey research and analysis of results; Writing research reports and bulletins which describe changing technology acquisition/use and identify opportunity areas for clients; Providing inquiry support for clients across technology areas. A consumer and demand side orientation make this position ideal for the technology generalist who can evaluate the strategic opportunities associated with changing customer needs. The ability to integrate survey research, channel understanding, and market sizing skills are at the heart of this position. Strong communications and thinking skills is essential, along with the PC skills (MS Excel and Word, specifically) to prepare research for clients. MBA a plus, but creativity, flexibility, and collaborative spirit will be even more important to the successful candidate. Five+ years of industry experience is preferred but not required. Limited travel to start. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Vertical Views (IDC)
IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. The primary objective of this role is to develop industry-specific forecast models as part of a series of collaborative products to be launched by IDC's Vertical Group. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Responsibilities: Develop research and forecast models for industry-specific markets; Gather and analyze survey, financial and economic data; Work with IDC clients on their requests, inquiries, and consulting projects; Build relationships and collaborate with industry business units and analysts; Assist with other ongoing research projects; Develop a rapport with the entire Vertical Group to gather and process information. Skills: Proficient understanding of Information Technology with the ability to stay current on new industry developments; Project Management skills; Understanding of 10-Ks, annual reports, online research, writing surveys/interview guides, ability to build and maintain forecast models; Strong economic and forecast modeling skills; Strong project management skills; Quantitative analysis skills to synthesize primary and secondary sources of data into credible forecast models; Interpersonal skills: Ability to develop relationships with other analysts, clients and prospects; Written and Oral Communication skills: Ability to clearly communicate in a professional manner; Technical skills: Excel, Word, PowerPoint; Visual Basic, Excel Macro and database skills; Attributes of a successful candidate: motivated, detail oriented, proactive, collaborative, analytical, creative, and curious. Education and Experience: Undergraduate degree and 4 to 8 years related experience or equivalent. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Client Services Representative, Enterprise Major West (IDC)
IDC is looking for a Senior Client Services Representative to work closely with the sales force and our Major Accounts customers. The Sr. CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Sr. CSR will be part of a team that provides superior support to a designated client base. Specific responsibilities include: being the primary customer service contact for the client base; managing all incoming questions/issues and providing resolution; coordinating training for new customers on IDC resources; coordinating briefings between customers and analysts; assisting with billing and invoicing issues; partnering with Finance to reconcile monthly booking information; and entering customer information into sales databases. Additionally, Sr. CSRs are responsible for assisting sales people with account strategy and building relationships within all client sites. Ideally, the Sr. CSR role spends 40% of their time on internal issues and is then focused 60% of the time on addressing external needs. To be successful in this role, candidates must have a Bachelors degree (or equivalent experience) with 3-5 years of business experience. Candidates must have a customer service attitude, be dedicated to providing exceptional customer care and be able to communicate effectively (written and oral) with both internal and external clients. Candidates must be able to manage workload efficiently, be organized, efficient and detail-oriented. Ability to multi-task and knowledge of MS office products is required. Experience with PowerPoint and a database system is a plus.
Location: San Mateo, CA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Editor (IDGE)
IDG Entertainment is looking for a talented Editor to join the GamePro editorial team. Candidates should have a thorough knowledge of video gaming and the entertainment industry; magazine writing and editing experience; online publishing experience; strong oral communication skills; the ability to produce polished, hard-hitting copy for a consumer audience; the ability to work rapidly, accurately, and on deadline under pressure; be proficient in MS Office; and have a working knowledge of MS Excel and Adobe Photoshop. ***Location: Oakland, CA***
Contact: Email: editjobs@gamepro.com

VP Research, Life Science Insights (LSI)
Life Science Insights is seeking a VP Research to lead the Research group within Life Science Insights. This individual will be responsible for setting the direction for LSI's research programs, creating and implementing current and new research products and services. In addition to managing the research team, this role will require interaction with clients at all organizational levels, speaking at conferences, and representing LSI's capabilities and thought leadership to the market. This person will also support LSI's consulting business through identifying opportunities, assisting in developing proposals and in closing consulting sales. This role may include financial and operating responsibilities. Financial responsibilities would include managing the Research P&L, participation in the establishment of revenue and expense goals, and preparation for monthly P&L review meetings with the Finance department. Additionally, the individual would directly supervise the work of others, as well as participate in the recruitment, training, review of work and performance evaluation of staff. Candidates should have 10+ years experience, BS/BA and a PhD and/or MBA required. Be a creative and strategic thinker with broad management experience who can turn plans and ideas into actionable programs. Experience and background in IT, science and the biopharma industry is critical. The successful candidate will have strong analytical skills, as well as an outstanding oral, written and presentation skills. Extensive contacts in LSI's target client bases of both the IT vendor and biopharma communities are highly desirable. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

IDG Brazil at-a-glance

Established 1976
First title *Computerworld Brazil*
Number of employees 59
Location São Paulo
Web site www.idg.com.br

Publications
Computerworld Brazil
PC World Brazil
World Telecom

Online news site
IDGNow!
(www.idgnow.com.br)

Events
• IT Leaders Summit: Three-day, quarterly meeting of top CIOs dedicated to discussing the IT challenges and innovations in different business areas with different vendors and IT providers.

• Developer's World: Biannual conference/seminar dedicated to uniting software developers and IT programmers.

• Telecom World: Annual conference and seminar dedicated to telecom professionals.

Nicholson leads Energy Insights

Nicholson

A 20-year veteran of the energy and research industries, VP/Energy Insights **Rick Nicholson** comes from META Group where he was VP of Energy Information Strategies and responsible for vertical market research of the energy industry. He has been a contributing writer to such publications as *Energy Business and Technology, Energy Customer Management* and *Utility Automation* and is a regular speaker at industry conferences. *micholson@energy-insights.com*

Bassi

continued from page 1

ness and politics, we focused on how to write for the users and how to deliver information that makes a difference in their professional lives."

In 1997, Bassi returned to IDG Brazil for two years to revamp its Web strategy, developing and implementing the online daily news site IDGNow! that today is the company's most valuable brand.

Bassi said while the editorial publishing sector in Brazil is a "challenging environment," the forecast for 2005 shows an uptick in advertising. "My strategy for 2005 is to create the paths that will lead us to consolidate our leadership in the IT market and be ahead of the competition in the online area," she said. "The online segment is the most important, and we need to invest in establishing the perfect synergy among paper and online media, find the correct balance to offer a customized product for each segment of the industry and consumers, and define new ways of delivering information — and make money. If we understand what readers and advertisers want, we will succeed."

Outside the office, Bassi is an avid moviegoer and enjoys biking and playing video games with her 12-year-old son, cooking and hosting gatherings for friends.

Write to silviabassi@idg.com.br. WU

*(L-R): Ad Director **Cristina Toledo**, Editorial Director **Sonia Penteado**, Country Manager **Silvia Bassi** and Financial Director **Stania Ribeiro** constitute the only all-female management team in the Brazilian IT publishing industry.*

Insights

continued from page 1

providing them information to improve their supply- and demand-chain operations," Philbin said. "Intel and Dell have all the same challenges that an automotive manufacturer has."

While IDC faces competitors in all of the Insights' market sectors, Philbin said he expected each Insight company to become No. 1 in its market. "At current growth rates, we project that Financial Insights will be No. 1 in its market in 2006. We expect the other Insights companies to follow that lead."

Financial Insights, formerly known as Meridien Research, a financial services research and advisory company, when IDC purchased it in 2002, currently has 38 employees. Philbin said he expected each Insights company will eventually be a $25 million to $50 million company with nearly 100 employees. Other Insights groups expected to launch will focus on government and healthcare. "We are actively working toward launching them this year, but we will only proceed when we find the appropriate product champions," Philbin said.

For more information go to www.manufacturing-insights.com and www.energy-insights.com or contact Dennis Philbin at dphilbin@idc.com. WU

PC World rocks the house at Consumer Electronics Show

***Wayne Silverman** (above, left) with guests at the Rock the House Party, held at the famed Studio 54 in Las Vegas.*

In a first-of-its-kind event, PC World teamed up with a division of The Recording Academy, better known as the organization responsible for the GRAMMY Awards, to produce PC World's Rock the House Party at the Consumer Electronics Show in January. The invitation-only event was held at Studio 54 and Tabu within the MGM Grand Hotel in Las Vegas.

Spearheading the effort on behalf of PC World was Associate Publisher **Wayne Silverman**. The party, organized with the Producers & Engineers Wing, the division of the Recording Academy dedicated to the advancement of technology in the music industry, attracted more than 1,100 guests and featured model greeters, "paparazzi dancers" and an award-winning DJ.

Other IDG publications participating in Rock the House included *Digital World, Macworld* and *Playlist*. The highly profitable event attracted more than a dozen sponsors, several of whom have already expressed interest in participating again next year.

WU

noteworthy people

New employees

PETER SHORT
Alva

Previously West Coast director of sales for Internet Commerce Corp. where she was the top salesperson for the last three years, **Dawn Alva** joins IDC West as senior account executive for the Financial Insights group. She will provide sales coverage to financial institutions and technology vendors in 14 Western states and three Western Canada provinces. She holds a B.S. in finance and economics from Western Washington University and her current passions include Argentine tango and rock climbing. *dalva@financial-insights.com*

MICHELE NELSON
Crist

IDG Entertainment has hired **Jennifer Crist** as an account executive. She previously held a similar title at San Francisco-based Game-Daily. A graduate of the University of California/Santa Barbara, she holds a B.A. in sociology and enjoys skiing, both water and snow, and tennis. *jcrist@idg-entertainment.com*

ALFREDOCURIEL
Tiscar

Cristiane Tiscar joins IDC Brazil as a publisher, coming from her role as a bilingual proofreader at McKinsey & Co., where she was in charge of proofreading and laying out all reports, proposals, internal communications and all kinds of printed materials for presentation. She studied translation (English and Spanish to Portuguese) at UNESP, a public university in São Paulo. She likes reading, going to the movies and theater and traveling. *ctiscar@idcresearch.com.br*

CHRISTINA RIVAS
Mendoza

IDC Mexico has hired **Alejandra Mendoza** as a senior telecom analyst. She was previously a market intelligence coordinator with Gedas Mexico. She holds a B.S. in economics and a postgraduate diploma in dynamic econometric models from the Instituto Technologico Autonomo de Mexico and is currently pursuing a master's degree. She enjoys photography, practicing tae bo, and traveling outside Mexico City. She is a founding member of the Mexican chapter of the Decision Sciences Institute. *amendoza@idc.com*

Previously a senior consultant with Magenic Technologies, **Kevin Ford** joins IDG Corporate Services Group in Framingham as software technology manager. A graduate of Metropolitan State University in St. Paul, Minn., he holds a B.S. in management information systems. Away from the office, he restores and shows air-cooled Volkswagens and Porsches. His garage currently holds a 1974 VW Karmann Ghia Cabriolet, a 1974 Porsche 914 2.0, a 1974 VW Thing and a 1974 VW 412 Wagon. *kevin_ford@idg.com*

Previously a senior financial analyst with Paramount Cards, Inc., **Sam Walker** joins IDG Framingham as a senior applications analyst. He holds a B.S. in accounting from the University of Nebraska and enjoys watching and/or playing most sports and spending time with his four children. *swalker@idc.com*

CXO Media has hired **David Karp** as corporate security sales manager for *CSO*. He was previously group sales director for Advanstar Communication's Frontline Solutions event. He holds a degree in electrical engineering from Boston's Northeastern University and is an avid motorcyclist. *dkarp@cxo.com*

John Manasso is IDG Travel's newest travel coordinator, a title he also held at Middleboro Travel Service where he worked for 18 years. When not booking flights and hotel rooms he enjoys sports and movies. *john_manasso@idg.com*

Sommer

Michael Sommer joins IDG Global Solutions U.K. as a media development account executive. He was previously in product and marketing development for Georg Jensen International A/S Denmark where he was the content manager of global media archives for Royal Scandinavian Group and developed and implemented new product placement on the Jensen Web site. He holds a B.A. in analytical sociology from the University of Victoria in British Columbia and an M.A. in international relations from the University of Copenhagen. He enjoys scuba diving, photography, snowboarding, high-performance driving and reading. He recently presented a speech to the Danish Ministry of Foreign Affairs and the oversight committee for Education and Science on the current direction of cross-boarder international education in Denmark. *mike_sommer@idg.com*

PC World has hired **Kevin Barden** as ad operations coordinator. He was previously director of marketing for Cabrillo in San Francisco and developed and coordinated advertising campaigns for a number of small service companies. A graduate of California Polytechnic State University in San Luis Obispo, he holds a B.A. in art and design with an emphasis in photography and digital image making. He plays rugby on two San Francisco teams and enjoys travel and exploring the city ("aka 'lost'"). In 2003 he photographed abandoned cities for a republication of Italo Calvino's novel *Invisible Cities* that he hopes will be published by the end of this year. *kevin_barden@pcworld.com*

IDG WORLD UPDATE
Barden

PETER SHORT
Feblowitz

Jill Feblowitz is the new program director for Energy Insights, an IDC Framingham company. She previously ran her own software consulting business and before that worked for AMR Research. She graduated from MIT in Cambridge, Mass., with a B.S. in urban studies and also holds a master electrician's license. She enjoys cycling, quilting and sailing. *jfeblowitz@idc.com*

Transfers

After three years at IDC Central and Eastern Europe and Middle East/Africa as research analyst, **Mila Kantcheva** moves from Prague to IDC New York. She holds a B.S. in international business from the University of Economics in Sofia, Bulgaria, and enjoys travel, skiing and movies. *mkantcheva@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Seppi Heber *IDG Australia*
Andreas Förth *IDG Germany*

18
Paul Mercer *Network World*

17
Dan Sommer *PC World*
Ana Judith García *IDG Venezuela*

16
Graham Penn *IDC Australia*

15
Amanda Patrick *IDG Australia*
Francis Mao *IDG Entertainment*
Györgyi Birkus *IDG Hungary*

13
Jacqueline DiBianca *Network World*
Aniela Zielinska *IDG Poland*

12
Kriemhilde Klippstätter *IDG Germany*

11
Gabrielle Wheeler *IDG Australia*
Max Fuller *IDG Australia*
Maria Freiria *IDC Benelux*
Sue McIntosh *IDG New Zealand*
Davila Cruz *IDG Venuzuela*
Wim Gijse *IDG Netherlands*

10
Barbara Simon *IDG Australia*
Natalie Eisner *IDC Latin America*
Peter Cernik *IDG Venezuela*
Julie Lynch *IDG*
Julie Boudreau *IDG*

9
Chris Fell *IDC Australia*
Kyoko Ikeda *IDG Japan*
Jolanta Kucharska *IDG Poland*
Józef Muszynski *IDG Poland*
Claudia Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*
Christina Josefsson *IDG Sweden*
Oscar Garcia *IDG Spain*

8
Patricia Josefek *Network World*
Elliot Kirschling *PC World*
Lindsay Young *IDG Entertainment*
Rafal Dudkin *IDG Germany*

7
Kathryn Zinn *Network World*
Jeff Coles *IT World Canada*
Thomas Højrup Petersen *IDG Denmark*
Arnold Diepenheim *IDG Netherlands*
Damir Omérov *IDG Sweden*
Johan Moberg *IDG Sweden*
Christian Möller *IDG Germany*

6
Stephanie McLoughlin *InfoWorld*
Katerina Reblova *IDG Czech*
Sasse Roope *IDG Denmark*
Henrik Bendix Pedersen *IDG Denmark*
Samantha French *Macworld U.K.*
Steffen Berchtold *IDG Germany*

5
Bud McLeod *PC World*
Hannah Richardson *IDG Australia*
Monique Gibelli *IDC Latin America*
Emerson Gibin *IDC Brazil*
Evelien Wiggers *IDC Benelux*
Lee Huei-Min *IDC Malaysia*
Laurens Verhagen *IDG Netherlands*
Arthur Payne *IDG Sweden*
Lisa Ljung Strömberg *IDG Sweden*
Katarina Sundwall-Pederson *IDG Sweden*

4
Howard Dahdah *IDG Australia*
Kamil Pittner *IDG Czech*
Hana Kucerova *IDG Czech*
Rozi Poor *IDG Hungary*
József Szigetvári *IDG Hungary*
Alejandra van de Roer *IDC Benelux*
Lily Jiang *IDC China*
Paul Edwards *IDC Canada*
Hiroki Inatomi *IDG Japan*
Toshiko Imabayashi *IDG Japan*
Makie Okashiro *IDG Japan*
Fredy Haag *IDG Switzerland*
Henrique Martin *IDG Brazil*
Margreet Kwaks *IDG Netherlands*
Håkan Nilsson *IDG Sweden*
Javier Presa *IDG Spain*
Bärbel Zöger *IDG Germany*
Marie-Henriette von Wangenheim *IDG Germany*

3
Neal Silverman *Network World*
Jessica Passaro *IDG Australia*
Melissa Trudinger *IDG Australia*
David Zavadil *IDG Czech*
David McCaman *IDG Entertainment*
Line Ørskov *IDG Denmark*
Anaray Aguilar *IDC Venezuela*
Gavin Verbeek *IDG Netherlands*
Sigrun Rüb *IDG Germany*

2
Julian Bajkowski *IDG Australia*
Michael Gee *IDG Australia*
Jordana Ungar *IDG Australia*
Ágnes Végh *IDG Hungary*
Landry Fevre *IDC Australia*
Yong Lee *IDC Korea*
Ishii Masahide *IDC Japan*
John Dunn *Techworld*
Stephen Cooter *Techworld*
Ana Paula Oliveira *IDG Brazil*
Patricia Queiroz *IDG Brazil*
Ian Gibbs *IDC U.K.*

1
Erika Pino *PC World*
Billie Sutherland *PC World*
David Wu *IDG China*
Cherry Chen *IDG China*
Darren Xiao *IDG China*
Jason Cunliffe *IDC Latin America*
Vikrant Gaikwad *IDC Singapore*
Sharon Tan *IDC Malaysia*
Katherine Chan *IDC Malaysia*
Alan Hsieh *IDC China*
Betty Lin *IDC Taiwan*
Selina Lin *IDC Taiwan*
Ito Mimei *IDC Japan*
Jeremy Telycenas *IT World Canada*
Eleanor McMillan *IT World Canada*
Bronco Mesic *IT World Canada*
Morten Svendsen *IDG Denmark*
Klaus Simoni *IDG Denmark*
Casper Thomsen *IDG Denmark*
James Buckley *IDG Global Solutions U.K.*
Leslie Rosenblood *IDC Canada*
Denis Rodrigues *IDG Brazil*
Fernanda Angelo *IDG Brazil*
Francesca Papapietro *IDG Italy*
Göran Ingman *IDG Sweden*
Christoffer Kittel *IDG Sweden*
Mats Dicklén *IDG Sweden*
Sophia Andersson *IDG Sweden*
Fredrik Nylund *IDG Sweden*
Daniel Kottmair *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Harriet Karas retires from IDC

PETER SHORT

*IDC Chief Financial Officer **Mark Sullivan** (left) and other IDC employees gave Senior Receptionist **Harriet Karas** a gift during her retirement party last month at the Five Speen Street office in Framingham, Mass. A 14-year veteran, Karas was well-known as a gracious and personable presence who always made sure to give a warm welcome and handshake to new hires, said IDC Telecom Director **Ann Clark**. "Harriet went out of her way in terms of customer service, to the point that one time she drove two clients to Logan Express [a local transportation hub]. "Everyone admired Harriet, and we're going to miss her." Asked what she'll miss most about being at IDC, Karas said simply, "everything!" Two days into her retirement – which she said was more her son's idea than hers — Karas said she decided "this isn't for me!" However, she's planning to spend a couple of months in Florida with her husband and then decide what the future holds.*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Morris Effron** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG* water bottles.

Honorable mentions

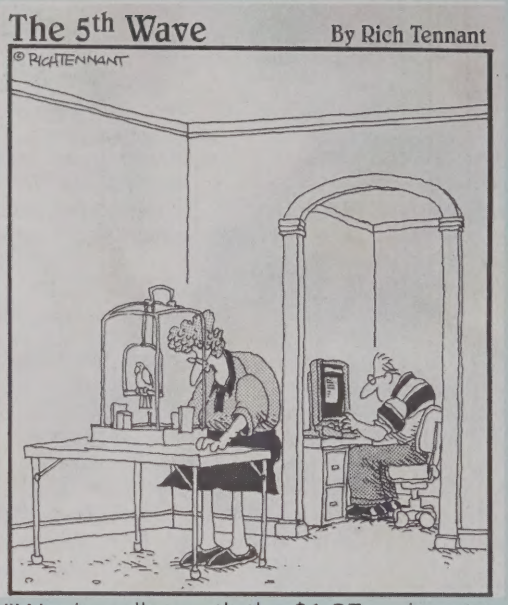
"I know you're running a data dump, Harold....but I think Fluffy has you beat."
Eric Anderson *Network World*

"Noodles hasn't moved an inch since you bought him this airtight Plexiglas cage last month."
Steven Gray *PC World*

"Oh dear...our little Henry's droppings are all shaped like triangles again. Bert, can you run a Google search and see what this means?"
Max Flisi *IDC*

Junior finally gave up teaching grandma how to use a computer when she tried using a mouse to move her pet bird.
Michael Gerard *IDC*

"Is this what you had in mind for an 'output device'?
Jerry Weltsch *IDC*

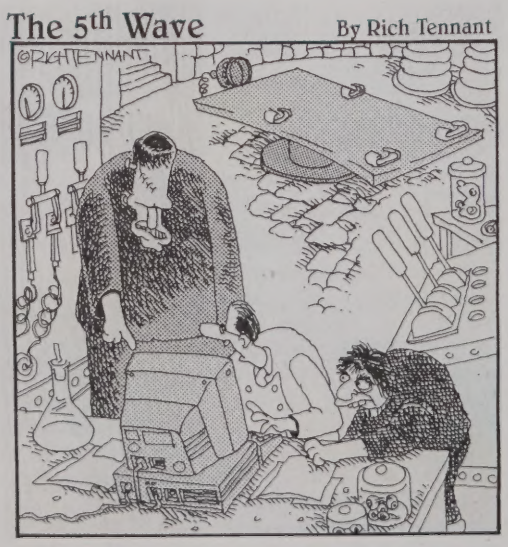


"Was it really worth the $1.37 savings to get the cage on eBay and the cage bars on Amazon?"
Morris Effron *IDG Int'l Publishing Services*

Rich Tennant's original caption
"Oh look! Mr. Peepers just picked the very same mutual funds your investment software did!"

New caption contest ends March 8

Create a brief caption for the cartoon at right and send it to *IDG World Update* (e-mail: world_update@idg.com or fax: 617-423-0712) by March 8. Prizes will be awarded to both the winner and the honorable mention recipients. Good luck!



IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Heidi Tanaka *PC World*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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This week on IDG Central

Meet your colleague

Growing up in a small town in South Carolina, Brian Kornegay never imagined himself selling IT research reports half a world away in Singapore.

Business unit profile
IDG Poland looks to continue its momentum from FY04.

IDG Directory
A one-stop reference for employee and business unit contact information.

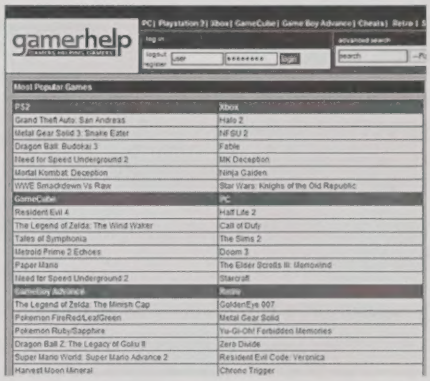
Training to Go!
Books, tapes, videos are available for loan worldwide.

Go to www.idgcentral.com.

GamerHelp.com caters to diverse audience

Users of PC, handheld and console games supply content to new site

Gamers who feel the need for help with "Need For Speed Underground 2" need no longer worry. Oakland, Calif.-based IDG Entertainment last week officially launched its GamerHelp.com site (www.gamerhelp.com), which provides codes, cheats and game walk-throughs (or Frequently Asked Questions) for PC, handheld and console games.



Editors have been working hard to cultivate a community of content providers for the GamerHelp.com site.

Six months in development, GamerHelp.com's member audience is made up of all types of electronic gamers. The site is free to those who use and provide content for it. "Like the best gaming communities, GamerHelp.com is built on the strong foundations of give and take," said **David McCaman**, IDG Entertainment marketing research manager. "'Gamers Helping Gamers' is the site's tagline." He said member forums on the site are used to discuss "everything gaming" but much of the discussion centers on member-submitted game walk-throughs and strategies.

"Members spend hours and hours developing extensive walk-throughs of games," McCaman said, noting that gamers write FAQs largely for two reasons. "First, they like to share their skills and expertise and make a name for themselves by helping other people complete a game using their advice and

continued on page 5

Konary, Bordoni earn IDC's top award for research quality

Each January IDC's Framingham, Mass., staff gathers to witness the unveiling of IDC's best-kept secret: the winners of the company's highest award for research quality: the James Peacock Memorial Award. This year, Program Director/Software Pricing, Licensing and Delivery **Amy Mizoras Konary** and VP/Worldwide Vertical Markets **Luisa Bordoni** received champagne and sparkling cider toasts from their colleagues.

Excerpts from IDG Chairman **Pat McGovern**'s and IDC President & CEO **Kirk Campbell's** readings of the award citations appear below:

Konary joined IDC in 1998 as an inquiry analyst and rapidly developed into one of IDC's leading analysts. Early on she established herself as a top expert on the then-hot ASP market. More recently she has become the industry's best researcher on Software Pricing, Licensing and Delivery and built from scratch this successful new research business for IDC. Konary has received a number of research awards including IDC Research Quality Awards in 2000, 2001, 2003 and 2004 as well as the 2002 Analyst of the Year award. She is a frequent and highly rated speaker at conferences and industry events and is often quoted in the press.

JILL KURZONTKOWSKI

*(L-R): IDC President **Kirk Campbell**, VP/Worldwide Vertical Markets **Luisa Bordoni**, Program Director for Software Pricing, Licensing and Delivery **Amy Mizoras Konary** and IDG Chairman **Pat McGovern**.*

continued on page 5

Past Peacock winners

The following current employees previously received Peacock Award honors, either as winners or runners-up:

Mark Winther, **Lloyd Cohen**, **Rebecca Segal**, **Gisela Wilson**, **Anthony Picardi**, **Richard Villars**, **Lee Doyle**, **Crawford Del Prete**, **Angele Boyd-Myers**, **Henry Morris**, **Pim Bilderbeek**, **Brian Clarke**, **Carol Glasheen**, **Janet Waxman**, **Dennis Byron**, **Carl Olofson**, **Ray Boggs**, **Melanie Posey**, **Susan Feldman**, **John Daly**, **Rich Vancil** and **Marc Pramuk**.

in brief newsworthy

Computerworld, Network World earn "Best of the Web" awards from min's

The third annual min's Best of the Web Awards, announced late last month, once again had IDG well-represented among the honorees. *Computerworld* and *Network World* collected a total of five awards in the competition, which recognizes online publishing excellence demonstrated by consumer and b2b magazine Web sites in 13 categories.

Computerworld.com's Knowledge Zones won for Ad Presentation, and *Computerworld* also garnered honorable mentions for Editorial Excellence and Integration with Print. Network World Fusion (www.nwfusion.com) was a winner in Integration with Print, and its Dimension embedded microsite campaigns earned an honorable mention for Ad Presentation.

Computerword.com's Zones are single-sponsored areas within the site's Knowledge Centers that present both sponsor content and *CW* content on a specific topic. "This ad presentation award is a nice validation that we're not only creating the best content, but the best ways for advertisers to reach the audience consuming this content," said Publisher & CEO **Bob Carrigan**.

Network World's Dimension microsite delivers in-depth information about a company's solution or service surrounded by relevant editorial. "The min's award recognizes the value that a resource like Dimension provides to both prospect and vendor," said VP/Online **Kevin Normandeau.**

Both *Computerworld* and *Network World* have been honored with Best of the Web awards in previous years. As a company, IDG has collected a total of 14 awards since the competition began. The award program is presented by Access Intelligence LLC, publisher of Media Industry Newsletter, min's b2b and other products related to magazines and media marketing.

For more information and a complete list of winners, go to www.minonline.com. WU

Full December publication profit margin comparison available online

Each month, *IDG World Update* publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. If you do not have a login and password for the site, you may request them on the homepage.

CW/IW publications
1. *Computerworld Singapore*
2. *Computerworld Bulgaria*
3. *Business World* (Czech Republic)
4. *Computerworld Poland*
5. *Computerwoche* (Germany)

PC World publications
1. *PC World New Zealand*
2. *PC Tipp* (Switzerland)
3. *PC for Alla* (Sweden)
4. *PC World Norge* (Norway)
5. *PC World* (U.S.)

Macworld publications
1. *Macworld Espana* (Spain)
2. *MacWorld* (Sweden)
3. *Macwelt* (Germany)
4. *Macworld* U.K.
5. *Macworld* U.S.

Networking publications
1. *Networld* (Poland)
2. *Nettverk & Kommunikation* (Norway)
3. *China Telecom World*
4. *Network World* (U.S.)
5. *Reseaux & Telecoms* (France)

Reseller publications
1. *China Computer Partner World*
2. *Australian Reseller News*
3. *IT-Bransjen* (Norway)
4. *Dealer World* (Spain)
5. *New Zealand Reseller News*

Games publications
1. *Australian GamePro*
2. *GamePro* (U.S.)
3. *GameStar* (Germany)
4. *GamePro* (Germany)
5. *GameStar* (Hungary)

CIO publications
1. *CIO Japan*
2. *CIO Singapore*
3. *CEO & CIO* (China)
4. *CIO New Zealand*
5. *CIO Australia*

IDGNS editor moderates panel for European open source middleware consortium

IDG News Service Deputy News Editor **James Niccolai** moderated a panel discussion about the future of ObjectWeb, the European open source middleware consortium, at the group's fourth annual conference in Lyon, France, on Jan 18.

On the panel were Emmanuel Neuville from the French Ministry of the Economy, Finance and Industry; Hongbo Xu, technical director of China's Guangzhou Middleware Research Center; Jean-Pierre Laisné, ObjectWeb's chairman and chief open source strategist at Groupe Bull; and Olivier Berger, a research engineer at France's Groupe des Écoles des Télécommunications. Niccolai was asked as a neutral journalist to moderate the panel by Francois Letellier of the ObjectWeb Consortium executive committee. "We had a lively discussion about the growth of open source software in Europe and China and the ways that ObjectWeb hopes to tap into that growth," Niccolai said. "Plus I had a chance to raise the profile of the IDG News Service a bit further in Europe, which is always nice!" WU

INRIA

IDG News Service Deputy News Editor ***James Niccolai*** *(left) moderates a panel focused on the future of ObjectWeb.*

what I've learned about...

As the publisher at IDG Newsletters in the mid 90's, **Joe Pierce** was a member of the team the launched Tipworld, one of IDG's first forays into the world of e-mail publishing. After leaving IDG in 1997, Pierce founded Emazing, an e-mail newsletter company that he sold to Sony in 1999. Pierce rejoined IDG as a consultant in 2004. He telecommutes from his home office in the "teeming metropolis of Louisville, Ky." Write to him at joe_pierce@idg.com.

E-mail marketing (Part 1)

Back in August 1995, I was fortunate to have the opportunity to team up with the gang at PC World Online to launch an e-mail newsletter called "The Windows 95 Tip of the Day." On the very first day, with no promotion beyond a small link on the PCW Web site, we signed up around 8,000 subscribers. It was a huge surprise. More than that, it was a day that changed my career and life. Since that fateful day I've made my living — until quite recently — filling up e-mail boxes around the world with "useful stuff."

Over the past decade, I've had the chance to make, and/or witness, just about every mistake you could possibly make in the e-mail business. At the same time, I've made more than a few observations about the right way to do things. With this said, I've put together what I call "Confessions of an e-mail junkie" — a few simple rules, facts, missives, whatever you want to call them that you can employ to (hopefully) optimize your e-mail publishing and marketing efforts.

1. Sign them up now, profile them later. Don't worry at all about getting anything other than an e-mail address at sign-up. Once you have someone on file, you can pester them as often as necessary to get any personalized information you require.

For example, as soon as a user submits a subscription request, you should immediately present them with a profile page or welcome e-mail where you give them the *option* of providing more information so you can better serve their needs. By making it optional and/or offering some nifty benefit (another exclusive newsletter, an entry in some sort of contest) you'll get a solid response.

Likewise, you should continue to pester those who don't respond to the initial optional chance to provide additional information by sending them an occasional offer/reminder to do so. Once a week for the first month, once every other week for the second month, once a month in perpetuity. You'll wear them down or chase them off (either outcome has its benefits) over time.

2. Less is more. The best e-mail newsletter sign-up pages will offer the user a box in which they can type in their e-mail address, over a group of checkboxes (each representing a particular newsletter) and one prominent subscribe button. Most important, every element of such a page should easily appear within a typical browser window on an 800x600 display without any need to scroll down or over. If they have to scroll, you lose them — it's just that simple.

If you offer reams of e-mail newsletters, it may be impossible to offer them all on a non-scrolling page. If this is the case, your best bet is to present them a sign-up page that offers them a handful of offerings. On such a "handful" page, you should always present your best or most popular offerings along with any other titles to which you may want to drive circulation. Subsequently, (see below) you can offer folks a chance to sign-up for additional titles.

3. Verification. If your interest is circ and nothing but circ, you should send a welcome note with a "click here if you changed your mind — or if someone signed you up as a prank" link. By doing this, you'll keep more than 90% of the folks you sign up for any newsletter. On the other hand, if your interest is quality, send folks a "click here to verify your subscription request" note. By doing this, you'll typically keep the folks who are very interested and very likely to open and read your newsletters in the future (i.e., the cream), and you'll most definitely weed out the tire kickers. As a rule, you can expect to net 60% to 80% of the folks who sign up by requiring a positive response.

4. Cross promote. Once you sign up a new subscriber, be very aggressive in offering them a chance to sign up for additional titles. Most important, within a week of their initial sign up (separate from any welcome message you may send), send every new user a very focused note offering them a chance to sign up for additional stuff. Then, once a month, make sure that every user gets at least one offer to sign up for a newsletter other than the one they already get.

And finally — and most important — any time you introduce a new title, feature it in your monthly cross-promotional blast and consider offering free trial subscriptions. For example, send it to a segment of your audience automatically for two or three days with a note that it'll go away if they don't click through to continue. And when you introduce a new title, be sure to include some verbiage about its availability, and a description of the title, within all your newsletters.

Part 2 of "What I've Learned About E-mail Marketing" will appear in the Feb. 21 issue of IDG World Update. The complete article, consisting of 10 tips, is now available in the Best Practices Exchange of IDG Central (www.idgcentral.com). If you don't yet have a password, you may request one online.)

"Once you sign up a new subscriber, be very aggressive in offering them a chance to sign up for additional titles."

IT World Canada's Events Group takes charge

Conferences, seminars enhance the depth, breadth of publication brands

IT World Canada's Events Group is "small in number, but mighty in what we produce," said Events Manager **Donna Butts**. Her tight-knit team of four is responsible for producing IT World Canada's core conferences and seminars and enhancing the breadth and depth of the *CIO Canada*, *ComputerWorld Canada*, *NetworkWorld Canada* and *CIO Government Review* magazine brands.

Based in Toronto, IT World Canada has been producing events for a number of years. "From a production perspective, we had two separate event groups, one for enterprise and another for government," Butts said. "The two groups came together in 2002 to form the current Events Group. We have two different types of events, those that we produce annually and those that are a one-time thing — or as we term them, 'events of opportunity.'"

The CIO Canada Frankly Speaking breakfast series began in 2002 and proved so successful that a year later it launched another series supporting *CIO Government Review* (*CGR*) called CGR Presents. Both invitation-only events are single-sponsor, single-topic sessions for 30 to 35 pre-qualified attendees with a declared interest in the subject. The format is interactive and engaging, with a brief presentation followed by a candid audience question-and-answer session.

Two CIO Canada Frankly Speaking sessions were held in Toronto last June and moderated by IT World Canada Vice-President and Editor-in-chief **John Pickett**, one on "Measuring the Financial Value of Enterprise Client Refresh," sponsored by Intel, the other "Straight Talk on VoIP," sponsored by Bell Canada. CGR Presents are moderated by *CIO Government Review* Editor **Robert Parkins**. One held in Edmonton, Alberta, in September centered on "Understanding Total Print Management" and was sponsored by Hewlett-Packard.

With its eighth iteration held last May, IT World Canada's Lac Carling Congress has become a recognized voice within government groups responsible for electronic service delivery (ESD) and e-government issues. The three-day think tank brings senior ESD practitioners from the federal, provincial and municipal levels of Canadian government together with private-sector company executives who are or want to be partners in ESD solutions. "With 200 government delegates and vendor delegates limited to just 32, Lac Carling is always a hot ticket," Butts said.

*The team behind IT World Canada's events (l-r): Events Manager **Donna Butts**, Events Support **Tyler Green**, Project Manager **Vicki McCoy** and Project Manager **Ana Chin**.*

The CIO Canada Outsourcing Summit is an intensive one-day seminar for Canadian outsourcing and C-level professionals to discuss and debate solutions for the Canadian IT outsourcing market with the nation's best business, legal and consulting minds. Held last June with Microsoft Corp. as lead sponsor, the summit offered presentations, roundtable discussions and panels by outsourcing experts.

With more than 5,200 attendees at the three-day event last September, Showcase Ontario is Canada's largest public-sector conference and trade show. Produced in conjunction with — and for — the government of Ontario, the show focuses on how information technology can transform public service offerings. The events draws more than 250 private- and public-sector exhibitors and has a conference track with 115 sessions by government and industry leaders. The event also includes an invitation-only gala awards dinner for 1,000.

IT World Canada works closely with the Ontario government to produce Showcase Ontario, with weekly meetings, and sub-committees co-chaired by IT World Canada and the government. "The government holds this event in high regard as a great example of a successful public-private partnership. I call it our 'Rose Bowl Parade' event," Butts said. "It never stops; as soon as one show is finished you start working on the next one."

For more information contact Donna Butts at dbutts@itworldcanada.com or go to the Events section of www.itworldcanada.com. WU

A checklist for smooth sailing

Running an event means keeping a lot of plates spinning. IT World Canada Events Manager **Donna Butts** offered the following check points for a smoothly run event:

- Delegate registration and traffic control: Are the projected numbers there?
- Vendors: Are they happy?
- Education program: Is it running smoothly?
- Suppliers: Is everything working?
- Staff: Is everything under control? Are any fires being put out?
- Shoes: Are they really comfortable?

Detailed circ database helps group target attendees

The audience for an IT World Canada event is drawn from the IT World Canada circulation database, which has a great deal of information on readers' interests collected from various surveys and IT World Canada's online "What keeps you up at night" poll. Occasionally clients will also give the Events group access to their databases.

The group's events are marketed primarily online through the IT World Canada Web site (www.itworldcanada.com/) and affiliate program/partner Web sites. IT World Canada's sales team uses a tiered sponsorship package approach to sign on sponsors. "Although we talk about sponsorship packages, it's really all about strong relationship building; that's something we do really well with the vendor community," said Events Manager **Donna Butts**.

IDG

February 14, 2005

Account Services Specialist (CWI)

Computerworld has an exciting opportunity in our successful online department for an experienced, Account Services Specialist. The person in this position will work closely with our online sales team and our developers to create and analyze metrics on online user habits and use the resulting data to create custom and lead generation programs for Computerworld.com's advertisers. The Account Services Specialist will work closely with the advertisers to ensure a flawless and effective partnership with Computerworld. Candidates should be very customer service oriented and possess strong analysis and presentation skills. A marketing, sales and/or communications background and prior experience in online is also required. Online production/design experience a plus. This position will require some travel. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Account Executive (CWI)

Computerworld is seeking an experienced Account Executive to join our team. This position will be responsible for prospecting 2nd & 3rd tier accounts nationwide. The ideal candidate will have a strong inside sales background, good research and listening skills and the ability to map the marketing needs of a potential customer with Computerworld's range of print and online products. In this role, you will partner with the Account Directors and Online Sales team in efforts to generate new business. Candidates should be familiar with the technology market, have excellent communication skills and possess a proven track record of sales success. Bachelor's degree, strong computer skills and 3+ yrs. of experience required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Sales Operations Coordinator/Associate (CXO)

CXO Media is looking for a high-energy individual to provide sales support to our CIO Magazine sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, RFP's and monthly sales reports and analysis. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 2-3 years business experience. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Account Executive (EI)

Energy Insights, an IDC company, is responsible for developing research-based advisory and consulting services focused on the energy industry. We are currently seeking a Senior Account Executive who has been successful selling advisory and/or consulting services into energy companies as well as IT vendors who serve the energy industry. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Energy Insights business. This position will have sales responsibilities for selling the Energy Insights products (subscription advisory services, multi-client studies and consulting projects) for approximately half of the US geographic market. The successful candidate will be able to arrange meetings make presentations on the product offerings to CIOs and line of business executives, and configure the Energy Insights offerings to client needs. The individual must be knowledgeable about IT issues in energy, have relationships with energy companies and IT vendors serving the manufacturing industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. This position requires significant (50% or more) travel.
Location: Framingham, MA
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Eastern Online Regional Sales Manager (IFW)

Using a thorough understanding of the technology market and InfoWorld.com's position and value in that market, the Online Regional Sales Manager for the east coast will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for InfoWorld.com. Additionally the Online Regional Manager will work closely with InfoWorld print sales reps on integrated sales opportunities. Qualified candidates will have 5+ years experience in online ad sales (technology company or computer publication preferred), contacts in the computer industry, and a proven sales track record. The ideal candidate will have top-notch communication, negotiation and presentation skills. Please include cover letter and salary requirements, and reference 'IFW Online Regional Sales – East' in the subject line when applying. ***Location: Paramus, NJ***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Western Online Regional Sales Manager (IFW)

Using a thorough understanding of the technology market and InfoWorld.com's position and value in that market, the Online Regional Sales Manager for the west coast will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for InfoWorld.com. Additionally the Online Regional Manager will work closely with InfoWorld print sales reps on integrated sales opportunities. Qualified candidates will have 5+ years experience in online ad sales (technology company or computer publication preferred), contacts in the computer industry, and a proven sales track record. The ideal candidate will have top-notch communication, negotiation and presentation skills. Please include cover letter and salary requirements, and reference 'IFW Online Regional Sales – West' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Director, Relationship Management/Software Consulting (IDC)

IDC seeks an experienced consulting executive to help manage our global relationship with our largest client, a worldwide leader in IT products and services. This seasoned consulting professional will work with an IDC global teams of sales, analysts, and project managers to develop and implement effective processes to enhance the quality and consistency of IDC deliverables across all IT product and service markets (servers, storage, communications, software, services, etc.). The Consulting Director will work with various consulting practice directors to design, train, implement and institutionalize standard IDC approaches to consulting projects, from business development through delivery. Clients will include IBM, Microsoft, Oracle and others. Key skills and qualifications include strong consulting process skills, project management and team building, as well as relationship building and client handling, client service commitment, analytic thinking, creativity, and written and oral communications. Confidence presenting to groups is a must. Familiarity with qualitative and quantitative research methodologies and/or market modeling a plus. Experience with management consulting, organizational development, business process design and/or training is highly desirable. Knowledge of the IT and/or services industry and key product markets (servers, storage, services, software) is beneficial. BS required, MBA or advanced degree is highly desirable. Ongoing training in business concepts, professional skills and analytic techniques will be encouraged. This position also requires some travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Client Representative, Forums (MI)

Manufacturing Insights is seeking a forum analyst to provide program management oversight to the creation of a supply chain executive board. The forum analyst will have responsibility for recruiting and retaining members as well as coordinating the activity. The board members will help to direct the Manufacturing Insights research agenda and benefit from peer interaction. Additionally, the individual will have overall responsibility for coordinating inquiry activity from the Manufacturing Insights client base. The individual will be required to deliver compelling forum events, high levels of customer interaction, and be able to help grow the Manufacturing Insights business. The Forum Analyst will oversee the execution of the Supply Chain Executive Board agenda. He/She must coordinate the research needs of the Manufacturing Insights staff and the members of the board. Overall success will be determined not only by the number of participants, but also by their level of participation. The development of informational surveys, board member interviews, and assuring the results are published in a timely fashion are also key requirements. Customer service responsibilities will entail the overall management of inquiries from both demand and supply side clients of the Manufacturing Insights business. This management includes the acknowledgement and disposition of those inquiries. The compilation of regular status reports to management will also be needed. The desired individual will have an undergraduate degree with 3+ years working experience, preferably in client management or peer group administration. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Senior Account Executive, Manufacturing Insights (MI)

Manufacturing Insights, an IDC company, is responsible for developing market research and advisory services focused on the Manufacturing Industry. We are currently seeking a Senior Account Executive who has been successful selling into global manufacturing organizations as well as IT vendors who serve the manufacturing industry. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Manufacturing Insights practice. This position will have nationwide sales responsibilities for selling the Manufacturing products - subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings to CIOs, and tailor the Manufacturing Insights offerings to client needs. The individual must be knowledgeable about IT issues in manufacturing; have relationships with manufacturing companies and IT vendors serving the manufacturing industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor of Science degree. MBA is a plus. This position requires 25-35 percent of travel and will be based out of either IDC's Framingham, MA or San Mateo, CA offices. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Industry Accounts (LSI)

Life Science Insights, an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Senior Account Executive who has been successful selling into the life science tools and technology vendors, biotech, and/or pharma drug discovery industries. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Life Science Insights practice. This position will have nationwide sales responsibilities for selling the Life Science products - research, CIS services, multi-client studies and consulting. The successful candidate will be able to make presentations on the product offerings to director and VP level executives, and tailor the Life Science Insights offerings to client needs. The individual must be knowledgeable about life science tools and technology, biotech and/or pharma drug discovery; have relationships with life science related vendors and companies and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and has the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor of Science degree. MBA is a plus. This position requires 25-35 percent of travel and will be based out of an IDC office in Framingham, MA; Red Bank, NJ; or Mt. View, CA. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Inside Sales Representative (NWI)

Network World is seeking a highly motivated, extraordinarily enthusiastic individual with an intense desire to work with our unbeatable Seminars and Events sales team. As an inside sales representative your primary responsibility will be selling Exhibitor sponsorships for our extensive portfolio of Technology Tours and Expos. This position entails high volume of prospecting for new business (50-60 calls per day) and ability to close and mange a large number of accounts. Candidates must have the ability to work in a team environment, have excellent communication, sales, presentation, and computer skills and possess a strong phone presence. A bachelor's degree and 1-2 years inside sales experience required. Prior experience in event sales preferred.
Location: Southborough, MA
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Senior Designer (PCW)
PC World has an opportunity for a Senior Designer to join our magazine's award-winning editorial design team. If you have 5+ years of magazine or publication layout experience, a strong typographic sense and a strong editorial design portfolio, we'd love to hear from you. Excellent collaboration and conceptual skills, a design degree and a sense of humor required. We use Quark, Photoshop and Illustrator in a cross-platform, cross-media environment, and are increasingly web-centric in our workflow. The Senior Designer will collaborate with editors and the art and creative directors to conceptualize, plan, and design departments, features, covers and special projects. Responsibilities will include assigning and art-directing editorial illustration and photography; supervising art assignments from concept through final approval; and producing layouts on deadline from rough stage through ship. Candidates must be highly organized, be able to work as a team player in a fast paced environment and exhibit grace under pressure. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Senior Editor (PCW)
PC World is looking for a senior editor to join its award-winning Reviews team. Candidates must have a strong interest in personal technology and be able to work rapidly and accurately under tight deadlines. Candidates should also have a thorough knowledge of the computer industry; 4 or more years of computer magazine or Web editing experience; and 1 to 2 years experience managing other editors. We are looking for a candidate with strong story planning and development skills, and the ability to coach more junior editors in the skills of top-level magazine writing and editing. A working knowledge of Access and Excel is a plus. Please include cover letter and salary requirements, and reference 'PCW Sr. Editor' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

GamerHelp.com

continued from page 1

hard work. To help others beat a game makes these providers feel proud and adds to their notoriety in the gaming community." In addition, he said, GamerHelp.com encourages these content submissions by offering a rewards program, in which each FAQ has a chance to win numerous awards during the month it is entered. "Helping others, making a name for one's self, and winning gift cards are great incentives for all the hard work."

There are various levels to the GamerHelp.com Rewards program. The writer of the month's Highest Ranked FAQ, as voted by other GamerHelp.com members, receives a $50 gift card to the electronics retail chain Best Buy. Each user who submits a game FAQ in a month is entered in that month's Random FAQ drawing; the winner receives a $100 Best Buy gift card. To decide the winner of a Bounty FAQ, or "Most-Sought-After FAQ," at the beginning of each month the IDG Entertainment editors post a list of hot gaming titles needing walk-throughs. The first person to submit a complete walk-through for one of those game receives a $50 gift card as a bounty. If a FAQ Bounty request is not filled within the month, it rolls over into the next month until someone submits a complete FAQ.

"With this Rewards Program, we are able to reward users for providing specific content we need to drive traffic; for submitting as much content as possible; and for submitting the highest quality content," McCaman said. "We complement this content by providing thousands of guaranteed, tested cheats. Together this fosters a fantastic gaming community and a successful online property."

During the six-month site development phase, the GamerHelp.com team has been receiving a steady flow of user content. "Like the industry itself, there is an ebb and flow of content and site-traffic related to when titles are released. The holidays are the biggest release times for the industry, so the need for game FAQs and walk-throughs, and the overall pool for content, are biggest in the months following the holidays," McCaman noted.

Cold calling gamers who post walk-throughs on other gaming sites and asking them to contribute to GamerHelp.com has drawn more gamers to IDG's site.

GamePro.com currently offers gaming user-supplied cheats and code in its Code Vault section, which now links users directly to GamerHelp.com. Because of the heavy use of user-submitted content, IDG Entertainment Senior VP of Editorial and Creative Services **Francis Mao** said his group has spent a good deal of time fostering a community of content providers. Cold calling gamers who post walk-throughs on other gaming sites and asking them to contribute to GamerHelp.com has drawn more gamers to IDG's site. "Response has been overwhelmingly positive," Mao said.

"The Reward Program is a great incentive, but what is most important to these folks is respect and recognition for their work," said McCaman. "Given the robust content of other IDG Entertainment sites like GamePro.com, we are able to utilize our extensive database of game titles, cheats and codes, and showcase the best-selling games. Thanks to a hard-working team led by Senior Editor **Mike Weigand** and Assistant Editor **Sid Shuman**, GamerHelp.com has made incredible strides, growing at an incredible rate, week over week." WU

Walk this way

GamerHelp.com game walk-throughs are not just about providing a FAQ to help others, said IDG Entertainment Marketing Research Manager **David McCaman**, "it is about providing the ultimate walk-through and having the best one around."

The URL below points to an example of a game walk-through that provides an idea of the time, effort and dedication a GamerHelp.com member spent producing a winning walk-through. This one is for the recent popular release, "Resident Evil 4."

To see the walk-through, visit http://www.gamerhelp.com/gamecube/ResidentEvil4/102320.shtml

Peacock Awards

continued from page 1

Bordoni, who is in charge of IDC's most successful research expertise center in Europe and also is a global product line leader, began her IDC career 17 years ago in Italy as a research analyst. A graduate of the Catholic University of Milan, she is currently lecturers there on information science. Bordoni developed IDC's first Vertical Markets research way ahead of the competition. She is truly a global analyst having worked for IDC in multiple locations including Milan, London and Framingham. She is highly sought after by our customers for her in-depth knowledge and insights in her research areas. For 12 years Bordoni has been responsible for IDC's successful research content relationship with the European IT Observancy (the annual EITO study), which is the reference for European IT trends and data. She tirelessly works to deliver on-time, high quality subscription and consulting deliverables to our customers.

McGovern established the Peacock Awards in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award and Kirk Campbell makes the final selection. WU

noteworthy people

Promotions

IDC Framingham Research Analysts **Juan Orozco** and **David Emberley** have been promoted to research managers. "Juan is the brains behind the IDC Black Book and over the past few years his development of the Worldwide Black Book Query Tool has revolutionized the Black Book experience for our customers and helped to ensure phenomenal renewal rates for the program," said Program VP **Stephen Minton**. "He has also played a key role in the delivery of major consulting projects and internal data tool projects, and in 2004 he embarked upon a mission to create the most ambitious Black Book yet: U.S. IT Spending by State and Vertical Market. *jorozco@idc.com*

"Dave has enjoyed a distinguished career with IDG over the years," Minton said. "He recently took responsibility for the Internet Commerce Market Model before transferring to his current role with the Worldwide Telecom Black Book in 2004. Since taking the reins of the Telecom Black Book in partnership with **Rena Bhattacharyya**, Dave has helped to increase the client base through excellent product development, timely delivery and attention to detail. Dave has ensured consistently high quality, delivery on schedule and high customer satisfaction rates." *demberley@idc.com*

IDC Associate VP **Jim Farley** has been promoted to group VP for Sector Vendor and Global Enterprise Advisory Sales. "Jim oversees nearly every area of IDC customers with the exception of our leading vendor and financial major accounts," said **Brad Thorpe**, group VP/general manager, Enterprise Sales. "His leadership, innovative selling ideas and success led to his picking up the non-major, or Sector Vendor business, during the dot-com bust when emerging companies were either going under and not paying their bills or renewing their contracts or, if successful, being gobbled up by larger IDC clients and disappearing as unique clients. Jim and his team of more than 25 focused professionals have persevered and grown from a business of under $25 million in FY'03, to one on track to hit or exceed a $40 million assignment in '05." *jfarley@idc.com*

The CXO Media Executive Staff recently announced several promotions. Excerpts from the announcement appear below.

CXO Media Billing Administrator **Joyce Gillis** has been promoted to billing specialist. "Joyce has done an exceptional job of managing CXO's complex billing needs. She has consistently demonstrated professionalism and dedication. Her responsibilities have grown from her coordinator/administrator role to an independent manager of our increased and diverse billing needs, sales reporting and analysis. Her extensive knowledge of the TRS billing system and her willingness to accommodate our client's needs have been a significant asset to the Finance department." *jgillis@cxo.com*

IDG WORLD UPDATE
Yanovitch

CXO Media Marketing Communications Director **Sue Yanovitch** has been promoted to senior director, Marketing Communications. "A veteran of IDG, Sue initially joined CXO Media to head up marketing communications, responsible for ensuring consistent brand identity across marketing programs, collateral and sales tools. She has successfully evolved the group's role from that of a magazine-centric promotion group to a talented team that contributes to the company's revenue diversification and new product launches. Sue is a tireless mentor to her team and clients, and demonstrates relentless passion for brand positioning." *syanovitch@cxo.com*

CXO Media Project Manager **Amy Greenleaf** has been promoted to senior project manager. "Amy has done an exceptional job handling BMC Enterprise Leadership magazine, the soon-to-be-launched Microsoft mid-market magazine and our entire array of online custom- and licensed-content programs. Amy effortlessly handles all types of projects and serves as a mentor/trainer to the newer staff members. Amy continues to exemplify what all project managers should be: attentive to details, reliable, proactive and great with customers." *agreenleaf@cxo.com*

New employees

Ben-Atar

Director of International Accounts **Jo Ben-Atar** comes to IDG Global Solutions in Framingham from *Chief Executive* magazine where she managed advertising and event sales to companies and advertising agencies in the U.S. Northeast. A graduate of Brandeis University in Waltham, Mass., she holds a B.A. in history. Away from the office she enjoys socializing with friends, giving and going to dinner parties, attending theater, reading and gardening. *jo_benatar@idg.com*

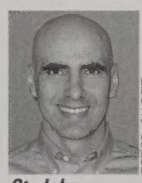
Previously a research analyst in TJX Corp.'s tablet PC applications development department, **Reuben Miller** now holds a similar title with IDC Framingham's pricing/evaluation group. He holds a B.S. in industrial management from Purdue University in West Lafayette, Ind., and recently graduated from Boston's Northeastern University with an M.B.A. In his free time he enjoys skiing, cooking, movies, and golf. *rmiller@idc.com*

PETER SHORT
Miller

IDC Framingham has hired **Guy Ralfe** as a project manager with its IT Planning group. A native of South Africa who recently won a green card in a U.S. immigration lottery, he previously worked for Societe Generale in London and holds a degree in mechanical engineering from the Durban Institute of Technology and one in business management from South Africa's Varsity College. He enjoys both snow and water-skiing, paragliding and kite surfing. *gralfe@idc.com*

PETER SHORT
Ralfe

Marketing Manager **Paul St. John** comes to IDC's Manufacturing and Energy Insights groups from his role as marketing analyst at First Technology Automotive. He holds a B.S. in management from Rensselaer Polytechnic Institute in Troy, N.Y., and an M.B.A. from Boston College's Carroll School of Management. An ardent sports fan, he follows the Boston Red Sox and New England Patriots. *pstjohn@idc.com*


PETER SHORT
St. John

Send end information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Richard Priante *Network World*

27
Ney Kruel *IDG Global Solutions*

22
Carl Marchi *Computerworld*

21
Wes Nihei *IDG Entertainment*
Iris Clench *IDG Australia*

19
Deb Goldstein *IDG List Services*

18
Penny Stevens *IDG*
Olga Fernandez *IDG Spain*
Magdalena Zabala *IDG Spain*
Susan Collins *Network World*

17
Kevin Burns *IDG*
Laura Sears Brady *IDG*
Gregg Pinsky *Computerworld*

16
Lucy Chaudhuri *IDC U.K.*

15
Alvaro Morenes *IDG Spain*
Monica Capuzzi *IDG Italy*
Jeff Oterson *IDG Central Services*

13
Colin Crawford *IDG*

11
Doug Gold *IDG World Expo*
Kevin Normandeau *Network World*

10
Gina Rowles *IDG Global Solutions/U.K.*
Karin Myrén *IDG Sweden*

8
James Niccolai *IDG News Service*

7
Peter Bradley *IDG Global Solutions/U.K.*
Scott Mendham *IDG Australia*

6
Shelley Ballarino *IDG World Expo*
Jörg Breit *IDG Germany*
Iseult Bottoni *IDC U.K.*
Karim Bahloul *IDC France*
Carina Mineur *IDG Sweden*

5
Brad Nickerson *IDG*
Deborah Diodati *IDG World Expo*
Bruno Rossi *IDC Brazil*
Lee Gibbons *IDG Global Solutions/U.K.*
Tom Yager *InfoWorld*
Andreas Hedberg *IDG Sweden*

4
Laurie Horn *IDG*
Encarnacio Gonzalez *IDG Spain*
Fernando Ujaldon *IDG Spain*
Ryo Okawa *IDG Japan*
Nicolai Tejlgaard *IDG Denmark*
Klara Grivans *IDG Sweden*
Kristina Andersson *IDG Sweden*
Susanne Borggren *IDG Sweden*

3
Roberta Mellish *Bio-IT World*
Eucaris Mora *IDC Venezuela*
Nadia Cameron *IDG Australia*
Richard Gincel *InfoWorld*
Laura Pitt *InfoWorld*

2
Bob Begg *Computerworld*
Michael Keller *IDG Switzerland*

1
Edward Kozaryn *IDG*
Bill Wright *IDG Corporate Sales*
Christian Helmiss *IDG Germany*
Luiz Faloppa *IDG Brazil*
Masamichi Ishihara *IDG Japan*
Søren Queitsch *IDG Denmark*
Linda Leung *Network World*

Need a summer intern?

Employ some of today's best and brightest students while supporting the future of b-to-b media. The Business Press Educational Foundation (BPEF) is now accepting requests from American Business Media member companies to secure interns for the 2005 summer season. The BPEF internship program gives college students from the nation's top journalism and communications schools a chance to work in b-to-b editorial, marketing or production departments. For more information or to download a request form visit www.americanbusinessmedia.com. Forms may be returned to Peter Loibl at p.loibl@abmmail.com.

Network World employees give local students a look at media industry

ERIC CORMIER

*Network World employees pose with the students that visited them during Job Shadowing 2005. Front row (l-r): **Neal Weinberg**, students Jason St. Amond and Atiana Benoit, and **Jane Weissman**. Back row (l-r): teacher John Staley, **Bob Brown**, student Matt Adelstein, **Tom Kroon** and student Dan Gyimah.*

Punxsutawney Phil wasn't the only one seeing shadows earlier this month. Four Network World employees, participating in a nationwide workplace mentoring program, were shadowed by local high school students interested in learning more about careers in publishing.

Job Shadowing 2005 is coordinated by the Job Shadow Coalition, which consists of America's Promise, Junior Achievement, the U.S. Department of Education and the U.S. Department of Labor. This year, for the first time, the Magazine Publishers of America recruited member companies to participate in the program.

"We thought this was a great idea and a lovely way to mentor the next generation by sharing the excitement of our industry with those who want to learn," said Network World Publisher & CEO **Evilee Thibeault**.

Responding to the call for volunteers — **Bob Brown**, executive editor, news; **Neil Weinberg**, features editor; **Tom Kroon**, director of systems development; and **Jane Weissman**, sales operations manager — were paired with students from Doherty Memorial High School in Worcester, Mass. The students, along with a teacher, arrived at Network World's Southborough, Mass., office at 9 a.m., where they were greeted by Thibeault, who shared the story of how she found her way into technology publishing. "I also reminded the students that no matter what they are passionate about there are magazines, Web sites and events that cater to those interests," Thibeault said.

The students then spent the next few hours getting a firsthand look at various aspects of how a media company works. "I thought this was a great program for high school students and that we could really make an impact by showing them the reality of the day-to-day work involved in our business," Weissman said. Noting that she stressed that in all jobs, there are always some tedious tasks — like inputting data into the spreadsheet that she asked her student to help with — "but that bringing the same positive, can-do attitude to those tasks that you bring to the ones you really enjoy is important," she said.

Brown pointed out that the program's benefits worked both ways. "With journalism changing so much, with the emergence of the Web and blogs, for example, I want to keep up on what younger people are thinking about the media. So it was a good opportunity to get some insight there."

A second business unit — IDG International Publishing Services in Boston — also signed on for the program, however, a snowstorm prevented students from visiting. The event will be rescheduled for March.

*For more information, contact IDG Director of Corporate Communications **Howard Sholkin** at howard_sholkin@idg.com.* WU

off line for fun

Better by design

The editors of IDG World Update recently surveyed some of IDG's design professionals about the non-IDG publications they thought were the best-designed and why, and what they would change about them if they could.

Esquire

"They always solve layout problems with brilliant design, imagery and typography (although I think they do rely too heavily on lines). The images seem to fit whatever story they are illustrating perfectly but never appear to be the obvious solution. The design and typography for features is always different month to month but manages to come across as looking very "Esquire." As a designer it's important to stay in touch with design trends. I'm always looking at other magazines to see what other designers are doing. It's important to keep the magazine fresh and to apply current design trends where they make sense."

— ***Rob Schultz**, art director, Macworld U.S.*

Details

"It's been consistently great for so long now. The photography is amazing to begin with, and the designers complement it with great use of type. The design is clean, uncluttered and clever. When you love a magazine it's hard not to incorporate elements of its design into your own work — I guess that is how your own design evolves, by learning from others. I can't really think of anything I'd like to change — I'm too in awe!"

— ***Amanda Trayes**, art director, Unlimited, IDG New Zealand*

Wired

"The design is as fresh as its content. There's tons of eye candy: infographics, photos, and illustrations, lots of exciting color and creative typographic treatments. Our art department strives to provide visual excitement for our readers in many of the same ways. Our challenge is to achieve it on a weekly basis with a much smaller budget. Sometimes, though, *Wired* will run mainbar text in a bright color (red, magenta, cyan, etc.) or reversed out of a bright color. I believe large quantities of small text are better suited to darker shades or black."

— ***Nancy Suess**, features art director, InfoWorld*

Graphic Exchange

"I love that *Graphic Exchange*, a Canadian publication for designers, uses a non-traditional size format (it's 76 picas wide by 56 picas high), which really seems to allow for fresh and innovative layouts. Sure, I'm always looking for design elements to incorporate into my own style. Of course, I always try to find ways to tweak them and make them my own somehow. Occasionally, though, *Graphic Exchange*'s choices in text colors on colored backgrounds can be difficult to read. I'd also give them more budget for illustrations and photography."

— ***Cheryl Quinn**, graphic artist, ITWorld Canada*

Real Simple

"The editorial team works hard to demystify some of the gnarlier aspects of daily living (like how to fire your doctor, how to make household repairs, how to resolve an important conversation gone awry). They make lists, show steps and spell things out clearly. The design supports this effort with carefully art-directed photography that illustrates concepts, has clean composition and soothing tones. The typography is simple, constrained, and always clear. The reader experience is, 'Sure, I can do that.' We look at lots of magazines for inspiration, because you really need to look outside your own genre for fresh ideas. I think their challenge will be to preserve their aura of calmness in a market that is prone to over-boisterous presentation."

— ***Mary Lester**, executive director, art and design, CIO*

Surface

"I'm especially fond of the varnishes they use on their covers. The design inside the magazine utilizes a lot of white space, which gives the pages a clean, modern feel. White is a color in the palette not the absence of something on the page. I like how their designers use unconventional grids. I would, though, spot varnish every sixth page and do a little work to reduce the number of type treatments."

— ***Diego Aguirre**, senior graphic designer, Online, PC World U.S.*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Eric Cormier *Network World*
TerryAnn Croci *Network World*
Barbara Finer *Network World*

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david_hill@idg.com

International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Online task forces seek members

The following task forces were formed at the European Online Meeting to explore numerous action points. Each will be composed of cross-country teams from IDG in Europe and the U.S. that will work on developing opportunities and recommendations for IDG business units. While they will focus primarily on European issues, individuals from other business units who can lend expertise are welcome. The groups will report on their findings in the next three to six months. To participate, contact the team leader.

Online technologies/suppliers/group deals - Brian Buizer, PCWorld.com (brian_buizer@pcworld.com)
Web analytics / Key performance Indicators - David Castaneira, IDG France (dcastaneira@idg.fr)
Reader revenue - Frank Klinkenberg, IDG Germany (fklinkenberg@tecchannel.de)
E-mail marketing - Dirk Limburg, Tecchannel, (dlimburg@tecchannel.de)
Lead generation - Clark Morey, IDG Global Solutions U.S. (clark_morey@idg.com)
Standards & guidelines (Rich media, IAB ad units, rate care and media kit review) - Hanne Tuomisto, IDG Global Solutions U.K. (hanne_tuomisto@idg.com)
Mobile marketing - Anders Berglund, IDG Sweden (anders.berglund@idg.se)
Audience development – Leader needed; anyone interested should contact Colin Crawford at colin_crawford@idg.com.

European Online Meeting explores trends, best practices

Key topics include lead generation, ad serving technologies, measuring traffic

More than 60 IDG employees from 17 countries converged in Stockholm, Sweden, for the European Online Meeting last month to discuss online market trends, effective revenue-driving practices and how online advertising stacks up in the overall media mix. IDG Global Solutions (IGS), led by Associate Director/Interactive **Hanne Tuomisto**, organized the two-day meeting in concert with host IDG Sweden.

HANNE TUOMISTO

*IDG VP/Business Development & Operations **Colin Crawford** (l) and IDG Global Solutions Interactive Account Manager **James Buckley**.*

"Over the next few years IDG's revenues will shift dramatically from print to online," said IDG VP Business Development & Operations **Colin Crawford.** "The goals for our online growth are very aggressive — doubling in the next two years — so in order to achieve the targets in a extremely fast-paced and changing market we need to efficiently share our best practices and ideas. That's why we're here."

Crawford opened the sessions with an overview of online ad spending. According to eMarketer, online ad spending growth year-on-year in the U.S. ad industry was up 20.9% in 2003, 28.8% in 2004 and projected to be up 20.7% in 2005. Within IDG, U.S. FY 2004 online revenues were $33 million, representing an average growth of 20% from FY03. International online revenues were approximately $20 million, up over 17% from FY03.

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IDC Nordic celebrates two decades of Directions

To commemorate the 20th anniversary of its yearly Directions briefing, Copenhagen-based IDC Nordic dusted off its crystal ball.

In his introduction to this year's event, at which 20 IDC Nordic analysts were in attendance, IDC Nordic Group VP and Managing Director **Per Andersen** chose 20 predictions his group had made in the last two decades, some of which bore fruit and others that did not. Among those that came true were the following:

- Apple's performance begins to dim. (1992)
- War of operating systems becomes NT vs. Unix. (1992)
- Microsoft overtakes Big Blue as the industry bad boy. (1993)
- Cyberspace becomes a reality for millions of children. (1993)
- Copyrights and licensing becomes the key issue on the Internet. (1994)

*IDC Vietnam Director **Thao Ngo** joined IDC Nordic Managing Director **Per Andersen** at the briefing. Ngo delivered a keynote address at the event.*

Some of the misses included:

- Microsoft is driven to support Unix V4. (1992)
- Notes will lead the pack. (1994)
- Bill Gates will be abducted by a UFO from planet Larrish, starting the demise of Microsoft. (1995)

Among IDC Nordic's 20 predictions for the next 20 years were:

- At least 50% of Danish population will have embedded ID chips.
- More than 50% of books sold in bookshops will be printed on demand.
- Just one of these vendors will exist: Novell, Sun, Oracle, SAS, SPSS, SAP, Computer Associates, EMC,

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in brief newsworthy

IDG Business Verlag establishes division to bolster event business

In a move that reflects the growing importance of seminars, conferences and other face-to-face events in its overall product lineup, IDG Business Verlag, publisher of *CIO*, *ComputerPartner* and *Computerwoche*, has established a separate events division. The new group will be headed up by **Gerhard Holzwart**, who joined the editorial staff of *Computerwoche* in 1990, and has been increasingly involved in the development and management of the company's events in the past few years.

Joining Holzwart are **Petra Mühleck**, who will handle event logistics; **Ute Zirus**, marketing manager, and **Sabine Schwehr**, assistant.

The creation of this group will allow the company to both more effectively manage existing events and more quickly develop new offerings, according to **Karin Giffhorn**, group publisher for IDG Business Verlag. Previously, events were developed and run by various staff members from the company's three publications. This new group will provide centralized support for all three publications.

Among the company's existing conference offerings are IT Meets Business (launched in 1999 and slated to run this year Nov. 16-17); the CIO Matinees; the Computerwoche/ ComputerPartner SME Forums (April 19 and 21); and the Computerwoche Executive Forum (May 29-30). New events include a German-Chinese IT Summit, slated for June 1-2 in Munich; a conference that will focus on VoIP trends set for June 15 in Frankfurt; and a new annual congress sponsored by ComputerPartner that will run Sept. 13-14 in Dusseldorf.

*(L-R): **Ute Zirus**, **Sabine Schwehr**, **Gerhard Holzwart** and **Petra Mühleck** will now focus fulltime on managing the company's existing portfolio of events as well as developing new offerings.*

For more information, contact Gerhard Holzwart (gholzwart@idgbusiness.de) or Karin Giffhorn (kgiffhorn@idgbusiness.de). WU

IDC Directions

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Symantec, Intentia, Unisys, Siebel.

- Microsoft will still be releasing security fixes.

IDC Nordic's industry predictions drew a great deal of press coverage, Andersen said, including a 15-minute report on Danish national radio.

IDC Directions events are industry briefings that draw from 70 to 100 directors and CEOs of IT and telecom companies to hear IDC analysts speak on industry trends and recent IDC research. This year's media sponsors included the Danish editions of *Computerworld* and *PC World*.

This year's keynote addresses were delivered by **Frank Gens**, senior VP from IDC Framingham, and **Thao Ngo**, director of IDC Vietnam.

"We always have one external speaker to give perspectives or mind-blowing thoughts about the future," Andersen said. "This time it was a well-known Danish astrophysicist from the Danish Center for Space Research and the Danish IMAX Planetarium, Michal Linden-Vørnle. He spoke about the possibility of mankind one day making space travel to other galaxies and which technologies will be necessary."

IDC Nordic also held a predictions contest, asking participants to answer yes or no to 15 predictions IDC Nordic made for the IT industry in 2005. Carried out in collaboration with the Danish IT Vendor Association, the prize is a telescope and will be given to the person with most correct answers at the 2006 Directions conference.

*IDC Nordic Conference Coordinator **Louise Hasbo** (l) with IDC Nordic Marketing Manager **Danielle Williams** at the registration desk.*

For more information contact pandersen@idc.com. WU

what I've learned about...

As the publisher at IDG Newsletters in the mid 90's, **Joe Pierce** was a member of the team the launched Tipworld, one of IDG's first forays into the world of e-mail publishing. After leaving IDG in 1997, Pierce founded Emazing, an e-mail newsletter company that he sold to Sony in 1999. Pierce rejoined IDG as a consultant in 2004. He telecommutes from his home office in the "teeming metropolis of Louisville, Ky." Write to him at joe_pierce@idg.com.

"Always — always, always — include a bit of copy in the unsubscribe note thanking them for the chance to serve them over time, and offer them a chance to change their mind. You'll be surprised what a few kind words and a prominent 'click here if you didn't mean it' link will do."

E-mail marketing (Part 2)

Part 1 of "What I've Learned About E-mail Marketing" appeared in the Feb. 14 issue of IDG World Update. The complete article, consisting of 10 tips, is now available in the Best Practices Exchange of IDG Central (www.idgcentral.com). If you don't yet have a password, you may request one online.

5. Unsubs. Offer prominent, idiot-proof, one-click unsubscribe links at the very bottom of every newsletter. Do not require folks to type in their e-mail address, password, etc. to leave a list. Make it as easy as possible. By doing so, you'll most definitely increase your overall unsubscribe rate a bit, but you'll reduce the level of customer service noise by 90%.

Acknowledge any unsubscribe request by sending the user an e-mail stating that you have processed the request. And always — always, always — include a bit of copy in the unsubscribe note thanking them for the chance to serve them over time, and offer them a chance to change their mind. You'll be surprised what a few kind words and a prominent "click here if you didn't mean it" link will do.

Many users will ignore any unsubscribe message you may include within a newsletter and make their way to your Web site looking for help. To reduce the amount of noise you'll get from these folks, always include an unsubscribe link somewhere near the bottom of your home page. This link should simply take the user to a page where you tell them to look at the bottom of their e-mail for the personalized one-click link (i.e., don't try to log them in/unsub them directly from the Web — drive 'em back to the e-mail).

Make sure that your e-mail delivery system has the ability to handle "replies." A substantial number of users will hit the reply button and type in a note such as "Unsubscribe me," "Take me off this list," "Die a horrible death," and so on. If your e-mail delivery system doesn't have the ability to process replies, it should.

6. Test, test, test. Before you deliver any e-mail newsletter to your users, you should *always* deliver it to test accounts at Hotmail, Yahoo, Gmail, AOL, and standard POP systems using Outlook, Outlook Express, Thunderbird and MacOS Mail, all running typical anti-spam settings. The goal is to make sure that the message displays properly (Hotmail and Yahoo each do their own particular evil to HTML e-mail — in particular to fonts) and to make sure that you get around typical spam filters.

7. Click-thru rates. Keep the important stuff above the fold. If you need a click on something in an e-mail newsletter, you had better put it at the very top. The difference in click-rate on items at the top, and items below the scroll point is tremendous... massive...huge! As a consequence, you should *always* charge a premium to advertisers for above-the-scroll point positions.

Text ads will always click-through better than graphic ads — even within an HTML e-mail. Text is gold. If you have an advertiser who's complaining about click-through, talk to them about text.

8. Open rates. 8 a.m. to 10 a.m. (user's local time) and 1 p.m. to 2 p.m. (user's local time) are always golden for open rates. The best day of the week for open rates is always Tuesday. Surprisingly, newsletters that you deliver over a weekend will open at or near the same rate as any other newsletter you might deliver on a Monday.

Subject lines matter. A good subject line can make all the difference on open rate. If you're serious about e-mail newsletters, you'll find a person within your organization who has a knack for writing headlines, and you'll have them review/rewrite every subject line.

9. Pass-alongs. Many e-mail newsletter subscribers will forward your stuff to friends, clients, co-workers. To harvest these folks as subscribers, make sure that you include a link within every newsletter you deliver that says something like "If this newsletter was forwarded to you by a friend, you can get your own subscription by clicking here." Also, consider including a "forward to a friend" link within every newsletter that drives your subs to the Web to initiate the forward. This gives you an extra measure of control — a better opportunity to make a pitch to the "forwardee."

10. RSS is the future. Over the next two years we will see a massive shift where users will prefer to have their newsletter content delivered via RSS instead of e-mail. As newsletter publishers, the immediate challenge will be to find an easy way for users to "register" an RSS feed and to measure open rates.

If you would be interested in sharing some tips on your area of expertise with colleagues, please contact the editors at world_update@idg.com.

Meeting material on IDG Central

Presentations from the meeting, a summary of action points, supporting documents, media kits and ad statistics are now on IDG Central's Global Meetings section (www.idgcentral.com).

Online reality

Online marketing budgets are now in the order of 25% to 50% of total marketing budgets in certain market segments, said IDG VP Business Development & Operations **Colin Crawford**. Online is being used to drive response, awareness and branding via a variety of product offerings including e-newsletters, RSS feeds, blogs, Webinars, lead generation, sponsorships of topic areas and rich media ad units, reader revenue and e-commerce. "It is critical that each IDG business unit understands the online marketing objectives of their clients and is able to provide a comprehensive range of products and services to meet their needs," he said.

Two recently released articles from B2B "Internet is Finally Fulfilling Its Promise," and "Top 10 Ways to Make Money on the Web" are in the list of meeting materials on IDG Cental, and can be found at:

http://www.btobonline.com/article.cms?articleId=23189 and http://www.btobonline.com/article.cms?articleId=23184

More metrics

For a list of the key performance indicators measuring online advertising, minimum and recommended, that IDG is considering advocating company-wide, see this article on IDG Central.

Online Meeting

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More than a dozen IDG speakers related their experience with the mobile market, rich media, behavioral targeting, contextual advertising, e-mail marketing, lead generation, ad serving technologies and measuring traffic, among other issues.

In terms of integrated selling, Computerworld VP/Associate Publisher **Matt Sweeney** talked about the robust revenue streams that have come from providing targeted content via the Knowledge Centers and Zones online areas, and the Executive Briefings sold within the Zones. Computerworld's banner revenue has tripled from FY01 to FY04; 75% of it now comes from Knowledge Centers.

Some of the other hot topics discussed included:

Contextual advertising

This refers to ads that appear on a Web page based on the topic of that page. PC World.com Ad Production Manager **Brian Buizer** pointed out that over 80% of PC World's bigger units are sold with this kind of targeting, and at a CPM premium of 20% to 25%. "The biggest problem for search engines is volume," he noted. "They need more audience and inventory, which business units can offer through paid search returns, text-based ads or listings, paid downloads, white paper libraries or embedded advertisements."

Standardization

With thousands of sizes of online ad formats possible, the group agreed on the importance of adhering to industry standards for ad formats to make it easier for clients to buy ad space and run pan-Europe/pan-IDG campaigns. The group proposed to offer three key ad formats: skyscraper (160 x 600 or 125 x 600 pixels), leaderboard (728 x 90) and MPU (message plus units) 336 x 280, with IGS to focus on selling the key ad units being used by IDG's core customers.

In the area of rich media — a form that could include animation, sound, video, and/or interactivity — a task force was charged with setting up IDG guidelines for accepted rich media formats across Europe, with standard technical specifications that are in line with Interactive Advertising Board (IAB) guidelines on issues such as file sizes, audio initiation, animation length, controls and labeling (for details on IAB guidelines, go to http://iab.net/standards/richmedia.asp).

"We'd like to propose to clients an innovative set of rich media ads and serve those campaigns through IGS's rich media ad serving platform," said Tuomisto, who is heading up the standards task force. "If local IDG offices want to have rich media ad serving capability, they can tap into the IGS system until their own ad serving provider has the capability."

HANNE TUOMISTO

*(L-R): DG Poland's **Michal Kreczmar**, IDG Spain's **Manuel Pastor** and **Rien van den Bosch** of Best of Publishing in Belgium enjoy a dinner break.*

IGS Director of International Sales **Sean O'Hara** noted that DART research shows rich media continues to rise as a percentage of total ads in the EMEA and Asia/Pacific ad markets as a whole, going from 32% in Q2 2003 to 46.9% in Q3 2004. While rich media click-through rates are declining, they are still four times those of non-rich media.

Lead generation

Unlike in the U.S., where guaranteeing clients a specific number of leads from a campaign is common, Europe is just beginning to get into guarantees. Tuomisto said the pressure is on for IDG to build more effective lead-generation programs, with VNU doubling its number of webcasts year-on-year and TechTarget poised to buy a major site in Germany. The group will be exploring a centralized lead collection process that will eliminate the multiple databases currently used to collect leads in pan-European campaigns. It will also consider a universal registration page that could also be adapted locally and using third-party data collection systems such as Accela Communications.

Two speakers brought an outside perspective to the group. Tom Osborne, regional media director of Mediacom Europe, pointed out that while Viacom, Disney and others have all struggled to leverage, manage and get genuine collaboration from disparate business units, IDG is ideally placed to drive integration, identify cross-region and cross-portfolio sales opportunities.

Suzanne Assaf of IBM's Systems & Technology Group in Europe said for certain campaigns IBM will commit 50% of the budget to online advertising. Overall, online ad spending increased from 15% to 20% of the group's overall ad budget from 2003 to 2004.

For more details, contact Hanne Tuomisto at hanne_tuomisto@idg.com.

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IDG

February 21, 2005

Conference Coordinator (CXO)

CXO Media is looking for a detail oriented individual to join our conference team. CXO's Executive Programs produces a variety of C" level events and awards ceremonies. The successful candidate will possess strong organizational skills and the ability to multi-task. Strong customer service skills are a must. The position initials data entry, data mining, data cleansing, control of our inventory, storage, shipping and receiving of our conference materials to and from shows, heavy lifting, attendee registration, procurement, purchasing, price negotiating, teleservicing and phones. Experience with MS Word, MS Excel required. Oracle and/or FilemakerPro database experience a plus. Travel required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Copy Editor (CXO)

CXO Media is seeking an experienced copy editor to edit for style, clarity and accuracy, and to proofread materials at various stages of production, both print and online. Online duties include proofreading formatted newsletters and original Web content with rapid turnaround times. This candidate will assume responsibility for website quality assurance in addition to various magazine-related copyediting tasks. The ideal candidate will possess two-plus years of copyediting experience, preferably at a magazine and website. Attention to detail a must. The candidate must also possess excellent prioritization skills and ability to handle multiple tasks at once, and be organized, flexible and dependable. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Quark Publishing System, Lotus Notes, e-mail and on-line technologies. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

VP of Program Development (IDG)

IDG Corporate Sales is seeking a dynamic and hands on VP Program Development. Candidates must have at least 10 years of senior publishing experience with the emphasis on business development and marketing. Candidates will be expected to work with clients at the most senior levels in discussing market trends and business issues, and have the ability to develop strategic marketing initiatives that meet those business objectives. Reporting to IDG VP Global Advertising the ideal candidate will work with the IDG Corporate Sales team across the Corporate accounts in developing and assisting in the implementation of market opportunities. The VP will also work with IDG's second tier accounts in developing programs across IDG's assets that help IDG drive incremental revenue from this account base. The role calls for creative thinking and the ability to work across multiple business units and brands in driving innovation and co-operation. Candidates must have proven success implementing integrated programs, with outstanding communication and presentation skills and a comprehensive knowledge of the computer industry. ***Location: East Coast***
Contact: J. McKaughan, Fax: 508-988-7972, Email: jljobs@idg.com

Senior Research Analyst, Worldwide Quarterly PC Tracker (IDC)

IDC's Worldwide Quarterly PC Tracker group is looking for an individual with superior analytical, communication and data management skills to be part of our team tracking the global PC marketplace. Responsibilities include: coordinating the efforts of IDC analysts around the world, analyzing and reporting on PC market dynamics, competitive analysis, and data management and reconciliation. This program has high visibility with the major IT vendors. The analyst must be capable of working with vendors and end-users. The position requires superb communication skills, as well as experience with client presentations and international project management. The position also requires strong data management and analysis skills including MS Excel, MS Access, market analysis/forecasting experience, and the ability to multi-task. The ideal candidate will have at least three years experience working in the vendor or end-user community. Knowledge of the PC market and associated technologies is a definite plus. SQL or other database knowledge is also a plus. This position is in our San Mateo office. Some travel is required. ***Location: San Mateo, CA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Analyst, Personal Computing (IDC)

IDC's Clients and Mobility team is seeking a Research Analyst to cover technology and market trends in the personal computing (PC) marketplace. We expect the increased convergence of various technologies to impact the PC market as product designs evolve and new capabilities are brought to both consumer and business market segments. The transition to more mobile platforms is occurring and advances in component capabilities is driving increased performance levels to handle tomorrow's digital content. This position will be responsible for delivering IDC's vision for this dynamic market. The analyst will be responsible for gathering and analyzing qualitative and quantitative information to create research studies that provide strategic insights and advice to our clients. Responsibilities include market sizing, forecasting, market share reporting, vendor analysis, tracking technology trends, and supply/demand analysis via survey research. Other responsibilities include working with IDC analysts around the world to shape our research in personal computing, maintaining publication deadlines, and performing custom consulting. The analyst will be responsible for responding to client inquiries and developing relationships with various contacts within the PC industry including top executives and marketing managers within PC OEM and supplier accounts along with investment banking analysts and the media. The ideal candidate will have strong writing and analytical skills, proficiency in the use of Microsoft Excel, and familiarity with survey research. A bachelor's degree is required, a master's degree is a plus. In addition to a positive attitude and good interpersonal skills, candidates with experience in the personal computing market or analyzing various technology markets will be preferred. 2-4 years of business experience is required. The position requires the candidate to work out of IDC's San Mateo, California office. Some travel is expected. ***Location: San Mateo, CA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Software Engineer (IFW)

InfoWorld Media Group is hiring a multi-talented software engineer for its home office in San Francisco, CA. Ideal candidates will have a BS in Computer Science; 4-6 years experience working in a media/publishing environment; substantial content management system implementation and/or maintenance experience; 3-5 years experience with Java, Apache, Linux, MySQL, XML, XSLT, and HTML; and will be familiar with build/release methodologies, Engineering Requirements Documents, and tools like CVS, ANT, and Perl. Proven project management skills, experience working with non-technical staff (designers, editors), and an ability to complete tasks independently are essential requirements for the position. Please send your resume as text in the body of the email and reference 'IFW Software Engineer' in the subject line. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Senior Account Executive, Manufacturing and Energy Insights (MI)

Energy and Manufacturing Insights, both IDC companies, are responsible for developing research-based advisory and consulting services focused on the energy and manufacturing industry respectively. We are currently seeking a Senior Account Executive to sell advisory and/or consulting services into existing IDC's IT vendors who serve these industries. This Senior Account Executive will create/deploy solution selling techniques. This position will have sales responsibilities for selling the Energy and Manufacturing Insights products (subscription advisory services, multi-client studies and consulting projects) to existing IDC contracts as well as to approximately half of the US geographic market. The successful candidate will be able to arrange meetings make presentations on the product offerings to CIOs and line of business executives, and configure the Energy and Manufacturing Insights offerings to client needs. The individual must be knowledgeable about IT issues in energy and manufacturing, be able to build relationships with our existing clients and IT vendors serving these industries, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Utilization of our CRM system is mandatory for all activity. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. This position requires significant (50% or more) travel.
Location: Framingham, MA
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

IDG

Current Jobs, Week of February 21, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Edit	Associate Managing Editor	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Edit	Senior Reporter	San Francisco CA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Intern	Media Analyst - Intern	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Director	Framingham MA or Param	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	Framingham MA or San F	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales/Account Manager, IT Leadership Council	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
CXO Media						
	Admin	Sales Operations Coordinator/Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Cust Serv	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Copy Editor	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Events	Conference Coordinator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Director of Marketing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Senior Marketing Communications Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	General	Program Director, Pharmaceuticals (CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist (Temp)	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Research	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Online Account Executive	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Regional Sales Manager	San Francisco CA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Bus Dev	VP of Program Development	East Coast	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Bookkeeper	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	HR	Payroll Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	IS	Lotus Domino Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Entertainment						
	Edit	Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Travel						
	Travel	Travel Agent, VIP/Group	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Ventures						
	Admin	Executive Assistant	Boston MA	Anna DiMaria	adimaria@idgventures.com	617-534-1218
InfoWorld						
	Ad Sales	Eastern Online Regional Sales Manager	Paramus NJ	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Ad Sales	Publisher	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Ad Sales	Western Online Regional Sales Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Admin	Sales Assistant	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Exec Progs	Director, CTO Executive Council	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Software Engineer	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	HR	Director of Human Resources	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Inside Sales Representative	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Assistant	Devon PA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Art/Design	Senior Designer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Edit	Senior Editor	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
IDC						
	Admin	Receptionist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	IS	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Marketing Development Director	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Marketing Specialist	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Learning Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Pricing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Healthcare Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
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	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Moblie and WiFi Infrastructure	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Mobile Phone Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Personal Computing	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Research	Research Analyst, Semiconductors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Document Solutions	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Senior Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Network Management	San Mateo CA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Worldwide Quarterly PC Tracker	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sr. Account Executive, Global Enterprise Accounts, East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Help Desk Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Senior Research Analyst, Consumer Banking and Credit	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Exec	VP Research, Life Science Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Life Science Tools and Technology,	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
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	Sales	Sr. Account Executive, Manufacturing and Energy Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Client Service Representative, Forums	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

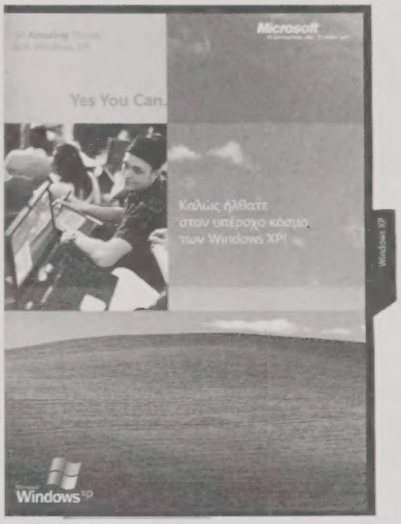
Clients pay more than twice the price for novel ad treatment

PC World Hellas experiments with limited number of tabbed advertisements

The tabs from the advertisements were clearly visible to newsstand browsers.

IDG's newly signed partner in Greece recently experimented with a novel ad treatment in *PC World Hellas* that was a hit with clients who willingly paid almost two-and-a-half times the price of a normal advertisement.

Each of the four ad pages, which are printed on a 150-gram coated stock (normal paper weight is 65 grams) features a tab that extends approximately 3/8-inch beyond the regular trim size. Three of the four tabs have a simple graphic hinting at the advertisers' products but do not mention the companies by name; the fourth, purchased by Microsoft, reads "Windows XP." According to IT Publications Hellas Ltd. Publisher and Editor-in-chief **George Ropodis**, "We wanted to make the readers curious about what they would see when they turned to the tabbed page and not realize from the start that it was an advertisement, so we went with the graphics instead of logos."



Microsoft was among the clients to purchase a three-page tabbed ad package.

When the reader turns to the tabbed page, each of which is black for consistency, he will see the advertiser's full-page ad. The ads were actually sold as three-page packages and include the two-page spread on the back of the first page. The ads are spaced 16 pages from each other.

The idea for this type of tabbed advertisement had been percolating in the company's advertising department for almost a year, but they had been unable to solve the problem of how to trim the publication without trimming the tabs. Coincidentally, a local men's magazine had been working on the same idea and provided the solution. Prior to trimming, each of the four tabbed pages was hand-folded 2 ¼ inches back into the publication. The publication was trimmed, the four pages then unfolded and retrimmed to preserve the tabs before being polybagged.

Ropodis said his sales team had no problem selling the ads despite the fact that they were significantly more expensive than a normal ad. "The advertisers are very willing to pay more money for a creative advertisement that helps them to stand out from the pack." Ropodis said his team will definitely repeat the idea, but not so often that it becomes commonplace.

For more information, contact George Ropodis at ropodis@itpublications.gr. WU

More from the Online Meeting: IDG Sweden's new reader revenue initiatives

Bringing in more reader revenue is a goal for all IDG business units, and IDG Sweden has been particularly innovative. Mobile initiatives include news feeds being sent to mobile smart phone as well as the availability of product ratings to help buyers assess products and get comparative pricing while in a store.
anders.berglund@idg.se

A new "subscriber wallet" initiative involves the creation of a toolbar for IE and Firefox browsers that allows subscribers access to their accounts and actively encourages them to purchase additional digital products and services via IDG.se. An added incentive includes the potential to win cash via a casino game built into the toolbar.
torgney.husen@idg.se

what's working

Basic elements of a lead-generation program, selling online content

These were two of the best practices discussed at the European Online Meeting. For more ideas, go to the Best Practices Exchange on IDG Central (www.idgcentral.com).

The best-devised lead-generation programs center around a strong offer: a useful white paper or webcast either produced by the advertiser or a credible third party. To access it, a simple registration page will make it easy for a user to give their contact information and download the offer. When the offer is in place you should use a variety of promotional methods — banner ads, e-newsletters, text links and e-mail blasts — to link to that registration page. The user must see the message several times. Once you have an idea of user habits, help manage the client's expectations and give a rough estimate of what to expect in terms of click-through rates for each promotional element and in estimated leads to be generated. Midway through the campaign have a look at the results. Are they on par with expectations? If not, adjust the program, reduce poor-performing ad units and increase the stronger ones. Always work with the client on messaging, targeting and expectations to ensure the best results and a happy client.

— ***Clark Morey,*** *international online account manager, IDG Global Solutions, clark_morey@idg.com*

If you have something to sell, show it to the audience. A lot of editors hide paid content, because they think that the readers will get angry and leave the site. If the content or feature is good, unique and useful for the reader, then you can sell it without problems. Promote paid content on your business unit's other sites. We also integrate third-party partner sites that include our paid content with a revenue share model.

— ***Frank Klinkenberg****, publisher, techChannel, fklinkenberg@teccchannel.de*

noteworthy people

Promotions

The CXO Media Executive Staff recently announced several promotions. Excerpts from the announcement appear below.

IDG WORLD UPDATE
Watson

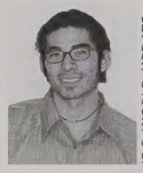
CXO Media VP, News and Information **Susan Watson** was promoted to senior VP, News and Information. "Under Susan's leadership, major news-generation and government-relations programs have been established to propel our brands and selected spokespeople to a leadership position, and shine a spotlight on the executive audiences we serve. The Executive Policy Forum was transformed from a PR/government relations platform to a revenue-generation program that delivered a handsome profit to CXO in 2004. Susan continually contributes her skills to the development, testing and launch of new products, including our Council products." *swatson@cxo.com*

IDG WORLD UPDATE
Bureau

CXO Media Human Resources Manager **Tanya Bureau** has been promoted to HR Director. "Tanya expertly handles all facets of HR and has taken on increasing responsibilities each year. She provides management consulting and coaching and handles a wide variety of employee relations issues. She contributes to all HR projects and programs and has expertise and in-depth knowledge across all functional areas. Tanya has a gift for client service. She has demonstrated her HR success across IDG and has continued to be an invaluable member of the CXO HR team." *tbureau@cxo.com*

CXO Media Production Manager **Lee Tuttle** has been promoted to senior production manager. "Over the years, Lee has consistently taken on more responsibilities in the production department. She's been a true asset to the CXO team, balancing the daily needs of producing three magazines (*CIO*, *CMO* and *CSO*) with print buying for Marketing and Custom Publications. She has also recently been working with the sales groups on complicated RFPs and integrated programs. She is an invaluable member of the production team." *ltuttle@cxo.com*

New employees


IDG WORLD UPDATE
Fong

After a summer as a wildland firefighter, **Marc Fong** joins *Macworld* in San Francisco as a sales associate. A graduate of the University of California/Berkeley with a B.A. in mass communications and a minor in dramatic arts, he enjoys photography, surfing, snowboarding and running. *mfong@macworld.com*

Jennifer Hallett joins *Network World*'s Oakland, Calif., sales office as a sales associate, coming from Credit Payment Services where she worked as customer service representative. A high school graduate with some college classes under her belt, she enjoys spending time with friends and family. *jhallett@nww.com*

CXO Media's new project manager is **Jon Heinrich**. He was previously editorial and design project manager with GTS Publishing Services. A self-taught writer and editor, he holds a B.S. in industrial technology management from Colorado State University in Fort Collins. When not mountain biking or skiing, he edits and publishes the Webzine *Meniscus Magazine* (www.meniscusmagazine.com), a "music and artistic countercultural hub of creativity." *jheinrich@cxo.com*

Maloney

Previously a circulation/project manager with Forbes Custom Media, **Susan Maloney** is now senior marketing communications specialist with CXO Media. She graduated from Boston College with a B.S. in marketing and volunteers her time with the Boston Red Sox' Fenway Force. "We promote the Friendly Fenway feeling throughout the city of Boston all season long," she said. "The goal is to make each person's Red Sox experience memorable and fun, whether they are a season-ticket holder or an out-of-state guest here to see only one game." *smaloney@cxo.com*

Michael Witty is the new program director, Demand Chain Strategies, for IDC's Manufacturing Insights division. He was previously VP, professional services with Syncra Systems and holds a B.S. in operations management from Case Western Reserve University in Cleveland. Away from the office he enjoys golf, hockey and American Indian culture. *mwitty@idc.com*

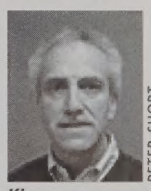
In charge of the Macworld, BioIT and Wireless Sensing Solutions brands, **Richard Feldman** is IDG World Expo's new group VP, coming from Mentor Graphics where he was director of event marketing. He holds a B.A. in communications from the University of Central Florida in Orlando, enjoys surfing and mountaineering and has a first baby on the way. *richard_feldman@idg.com*

PETER SHORT
Brown

Holly Brown is IDC Framingham's new senior analyst with the GRO group. She was previously director of quantitative research with Kadence Business Research. She attended Rollins College in Winter Park, Fla., and holds a B.F.A. from Boston's Emerson College and enjoys reading, music, dancing, and "juggling a career and family life with as much grace as I can muster!" *hbrown@idc.com*

PETER SHORT
Murphy

Analyst Account Manager **Richard Murphy** comes to IDC Framingham from his role as senior technical administrator at the national law firm of Stroock & Stroock & Lavan in Los Angeles. He holds a B.A. in government and sociology from the University of Massachusetts/Boston and enjoys volunteer work and traveling. *rmurphy@idc.com*


PETER SHORT
Kinsey

John Kinsey joins IDC's Energy Insights company as senior account executive. He was previously an energy/utility industry account executive with the META Group. He graduated from the University of Vermont with a B.S. in economics and holds an MBA with a concentration in finance from Fairleigh Dickinson University in Rutherford, N.J. He enjoys photography, cycling, U.S. history and orchids. *jkinsey@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Linda Gorgone *Computerworld*

15
Patricia Smith *IDG World Update*

14
Christine Gibney *Network World*

13
Isabel Perez *IDG Spain*

12
Joan Kelliher *IDG*
John Brillon *Computerworld*
Doni Moore *IT World Canada*
Diane Hacker *PC World*

11
Lisa Nilsson *IDG Sweden*
Yukimi Chiba *IDG Japan*

10
Trino Ramos *PC World Latin America*
Elinet Medina *PC World Latin America*
Mark Hobson *IDG Australia*

9
Ida Kärrby *IDG Sweden*

8
Kaoru Tamura *IDG Japan*
Grace Aquino *PC World*

7
Gabe Ramos *PC World*
Rick Sandoval *Mac Publishing*

6
Ernesto Cordero *IDG*

5
Urban Lindstedt *IDG Sweden*
Jesper Landén *IDG Sweden*
Todd Hall *IDG*
Tommy Peterson *Computerworld*
Ursula Seymour *PC Advisor*
Bree Charlton *IDC Australia*
Ed Albro *PC World*
Paul Shinhira *IDG Central Services*
Andreas Iglesias *IDC Chile*

4
Robert McMillan *IDG News Service*
Tom Krazit *IDG News Service*
Ken Mingis *Computerworld*

3
Lynette Good *IDG Australia*

2
Jiahuan Liu *IDG Asia*
Joy Mulhall *IDG World Expo*
Bram Tullemans *IDG Netherlands*
Andrew Wong *IDC Malaysia*

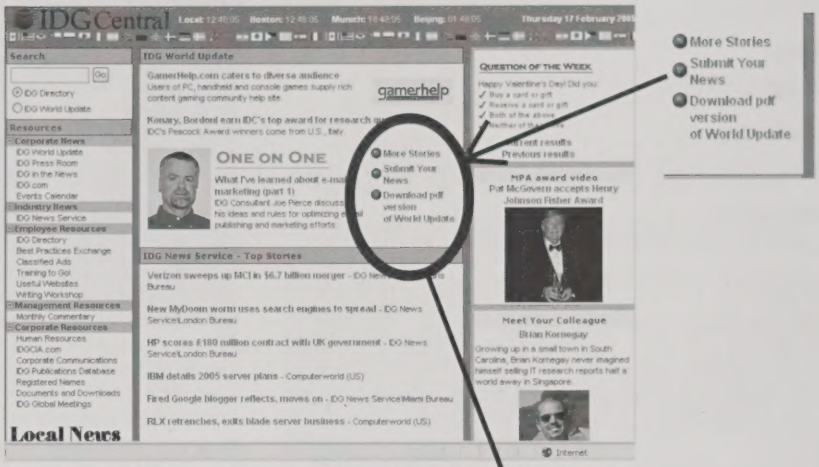
1
David de Vinatea *IDG Peru*
Lychee Lo *IDC Hong Kong*
Neil McAllister *InfoWorld*
Luiz Carlos Faloppa *IDG Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

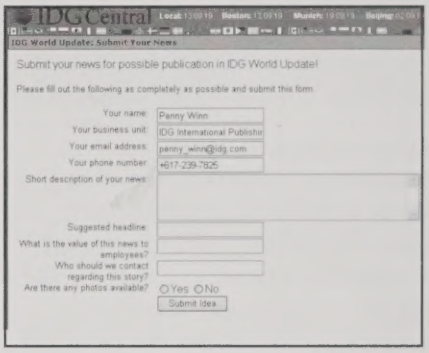
Request your free passes for Boston's Museum of Science

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Employees may request up to six passes. Please give us your name, business unit address and number of passes you would like to receive. The passes are good through December.

Online form makes it easy to submit your story ideas to *IDG World Update*



By clicking on the "Submit your news" button on the home page of IDG Central, you can access an easy-to-submit form that will alert World Update editors to a potential story at your business unit.



The editors of *IDG World Update* are constantly on the lookout for story ideas from IDG's worldwide business units. To make it easier for you to alert us to news at your business unit or department, there is an easy-to-use form on the home page of IDG Central. Simply click on the "Submit your news" button and fill in the blanks as indicated. It only takes a moment and it's a great way to get your business unit and colleagues the recognition they deserve.

Most stories included in *IDG World Update* have a business focus. New products or services, best practices, new means of generating revenue or serving readers are examples of the kinds of stories for which we are constantly on the prowl.

We also welcome tips on employees who might make good candidates for a short profile. Do you work with someone who contributes significantly to the productivity of your group? Has someone in your department recently won an award, saved the company money, streamlined a process or contributed to improved morale?

Then please tell us! If you do not have a password for IDG Central you may request one on the homepage at www.idgcentral.com. WU

Discount ski tickets

IDG participates in two discount ski pass programs good at six New England ski resorts. The programs are available to any IDG employee at any business unit.

For great savings seven days a week at Loon Mountain (voucher price $45, compared to weekend/holiday price of $59), Waterville Valley ($37 rather than $49) and Cranmore Mountain ($33 rather than $39), see the complete information in the flyer under Local News (Framingham area) on IDG Central (www.idgcentral.com) or contact Sarah Santos at the IDG HR office in Framingham, e-mail **sarah_santos@idg.com**.

celebrating 10!

Name
Fredrik Agrén

Home
Stockholm, Sweden

Joined IDG
April 1994 as a news editor at *MikroDatorn*.

Current title
Editor-in-chief at *PC för Alla* ("PC for all"), Sweden's leading *PC World* title.

Most challenging part of your job
The constant challenge to keep attracting consumers — keeping them interested in our product despite all the competition.

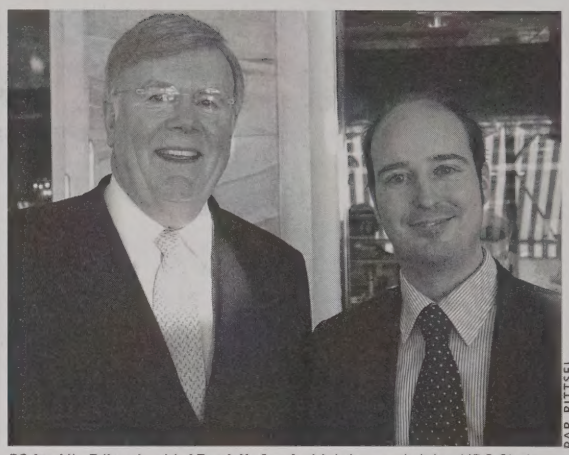
Best part of your job
The great personal development. Compared to the person I was 10 years ago, I've developed both as a businessman and a publisher.

Latest accomplishment
Daughter No. 2 — Matilda. And launching *PC-Tips & Tricks* in Sweden. (In that order!)

Career highlight (s)
• Launching *PC för Alla* was exciting, although profits weren't that good to begin with. But we conquered our market in just two months!
• Voted Best Manager of 2001 — the same night my first daughter, Elin, was born.
• Having lunch with Mr. McGovern the other day.

Memorable achievement?
We convinced Sweden's leading milk producer that we could teach the Swedish population — the milk-drinking part anyway — some basic knowledge about IT using their milk cartons. In Sweden, ads on milk cartons are a big no-no. But after we learned that the milk company's marketing director was a *PC för Alla* subscriber, it only took a few cups of coffee to convince him that this was no ordinary ad, rather a way to educate people. Of course, we managed to have our logo printed along with the information — and suddenly our brand was seen on millions of breakfast tables throughout Sweden. At no cost. (Sadly they hired a new marketing director some months later and the next one hated computers...no more deals!)

If you could change one thing about IDG, what would it be?
To take advantage of our global network and local knowledge by starting a program for "exchange students," offering IDG employees a chance to work for another IDG business unit for a few weeks — learning how operations in other countries work — and sharing knowledge both ways.



PAR RITTSEL

*PC för Alla Editor-in-chief **Fredrik Agrén** (right) recently joined IDG Chairman **Pat McGovern** for a lunch in honor of his 10 years of service to IDG Sweden.*

Best way someone could compliment you on your work
When readers contact me telling me I've helped them solve a problem or gave them the right advice on an investment, I know we're doing something right.

Best piece of advice you've ever received?
"Listen." In one of our many management courses I learned not to always give instructions and "manage by talking" but to listen to my staff to see if there other ways of doing what I am about to do.

Best compliment you've ever received on your work?
I took it as a compliment when I was promoted to editor-in-chief of *PC för Alla*.

Person from whom you've learned most about leadership?
Bengt Marnfeldt, country manager at IDG Sweden. He's a truly admirable person — both as a manager and as a publisher. A true leader!

Family
My wife Maria and I have two daughters: Elin, 3, and Matilda, newborn.

Five people — living or dead — you'd invite to a dinner party?
Albert Einstein, Professor Moriarity (Sherlock Holmes' nemesis), Marilyn Monroe, Sean Connery and my wife. Quite a mix!

Retirement dreams?
Health, wealth — and lots of grandchildren.

Manager's profile
"Fredrik is the man behind our *PC för Alla*, which is our leading consumer publication with a circulation of nearly 100,000 copies per month. More than 300,000 people read *PC för Alla* — that is 3% of our total population. That tells a lot about Fredrik's publishing capability and what he has done for IDG Sweden the last 10 years."

— Bengt Marnfeldt, general manager, IDG Sweden

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

LinuxWorld draws bigger-than-expected crowds in Boston

IDG World Expo plans to move event to Convention Center to meet demand

The big news at the most recent LinuxWorld event was that Linux and Open Source technology is big. So big, in fact, that next year's East Coast edition will be moving from the Hynes Convention Center, where it made its Boston debut Feb. 14-16, to the far roomier Boston Convention & Exhibition Center in South Boston.

"Linux is a reality worldwide as a legitimate alternative to Unix and Windows. Our vision is to meet the global market demand for open source education by finding the right partners in as many viable international markets as we can."

— Warwick Davies

"We packed our exhibitors onto the show floor," noted **Warwick Davies**, group vice president at IDG World Expo, "and we had an intense squeeze on conference rooms this year, so we have decided to move to the brand new state-of-the-art Convention Center for next year's event." The company has also decided to push the date of the show to April to minimize the effects of Boston's unpredictable winter weather.

LinuxWorld featured 180 exhibitors up from last year's total of 150 companies and, although audited attendance figures are still six weeks away, Davies said he is confident the numbers will exceed pre-show projections of 800 conference attendees and

IDG WORLD UPDATE

*More than a dozen current and prospective international partners for local LinuxWorld Conference & Expo events traveled to Boston to meet with IDG World Expo President & CEO **David Korse**, Group Vice President **Warwick Davies**, U.S. Audience Development Manager **Eileen Weinberg** and others from the IDG World Expo team to discuss how to maximize the information sharing and cooperation on the brand worldwide.*

continued on page 5

New IDG.net footer aims to raise search engine rankings

What's at the bottom of a Web page can bring a site's ranking to the top. Last month PC World added a new IDG.net footer to the bottom of all of its nearly 100,000 PCWorld.com pages. That blue footer allows users to click directly to 14 other IDG sites, from CIO's in the U.S. to Techworld's in the U.K.

IDG WORLD UPDATE

*PC World online Product Development Manager **Bruce McCurdy** and PCW Audience Development Coordinator **Brian Witchel** steered the development of the new IDG.net footer.*

However, according to PCW Audience Development Coordinator **Brian Witchel**, the modified footer is not really made for the benefit of site users. The main benefit is to the participating IDG sites. Increasing the number of cross-links within the network of IDG sites raises the search engine rankings of PCWorld.com as well as the other participating IDG sites cross-linked within it. "The higher the rank, which is based on the relevancy of data on your pages, and your link popularity, which is weighed by the search engines, the more likely your site will come up high in the results of a search-engine search," Witchel said. "This can lead to more eyes on your site."

Linking PCWorld.com with the 14 other IDG sites also gives all the sites a greater link relevancy to the search engines, not necessarily more traffic. "Linking InfoWorld's site to PC World's is stronger than linking, say, my own site to PC World because InfoWorld is seen by the search engine as a relevant link," Witchel said, noting that search engines assign key words and concepts to sites, so those sharing like words and concepts will be tagged as relevant to each other.

"The good thing about being part of a network of publications is that we can easily demonstrate that we have relevant cross-promotion, which raises all

continued on page 4

what I've learned about...

Generating great response

IDG List Services President **Deb Goldstein** wrote this article for the Feb. 14, 2005, issue of *BtoB* magazine. It is reprinted here with permission of *BtoB*. She can be reached at deb_goldstein@idg.com.

Back in 1872 a gentleman by the name of Montgomery Ward sent out a catalog to sell hoop skirts and paper collars, thereby ushering in the modern era of direct response. Richard W. Sears followed with his catalog in 1887. I can still recall as a kid poring over the Sears catalog and choosing what I wanted. For years I thought that you didn't have to shop. Clothes just appeared at your door. That is power.

Ultimately it was a lesson in response. Now, as a marketing professional in the list business, I know how complicated it is to get that response.

The foundation for direct response starts with the lists. We all know that the success of the campaign resides with choosing the right lists for the target. So let's get back to basics with a few simple rules for renting lists.

Simple Rule No. 1

Set your marketing objective. Who do you want to reach? What is the objective of the campaign? Is it to drive leads, raise the noise level or be part of an awareness or branding campaign? Are you an emerging company or a well-branded one? What is your sales cycle? Is it a complicated buy or a purchase anyone can make in the organization?

All these factors determine how to define your objective. Then you need to identify the target market to reach that objective with realistic expectations. Realism is key.

Simple Rule No. 2

Find an expert to partner with who will represent you and look out for your best interests. You can't be expected to know everything about lists. Choose someone who knows and understands your business and how to best deliver that target.

Good list professionals will ask a lot of questions. They can offer a variety of services, so decide what you need.

Use a seasoned and experienced direct marketing professional or consultant, whether with a direct marketing agency or a list broker that specializes in your part of the market. Take the time to interview prospective partners to measure their experience, direct response knowledge and how they present their information.

Be prepared with your customer and market knowledge. Good list professionals will ask a lot of questions. They can offer a variety of services, so decide what you need. They should know what has worked in the past for your target audience based on similar offers.

Legal issues are a minefield for marketers; a good list person should advise you correctly.

Expect that they will be able to negotiate access to the lists you need and get you the best rates. They should know details and procedure — the can-and-can't dos of the lists themselves. Legal issues are a minefield for marketers; a good list person should advise you correctly. Treat this person as part of your team with open and honest dialogue.

Simple Rule No. 3

Evaluate the list plan as a diverse and balanced portfolio. Some lists are core choices, and some are more peripheral. You'll want a blended mix that spreads the risk.

A good list broker or consultant should not just send you datacards. They should give you the reasoning behind them, such as why they chose certain demographics to meet the target. Do they know the list manager or owner's ability to meet your deadline and offer rates that stay within budget? Is the list built from direct response sources, a company customer list or a publication list, or is it compiled?

On the e-mail side, what is the source of the permission? Is the list manager/owner CAN-SPAM compliant? How often is the list updated, as recency is key? You need to ask these important questions. All are part of a check-and-balance system to create the highest potential for response when coupled with your marketing message.

Marketing is a strategic puzzle of risk and reward. The best way to ensure lowering the risk to increase the reward is to target and measure based on the lists you choose — the foundation of direct response. Some principles never change. It was brilliant in 1872 and it still is in 2005. That is power. WU

If you would be interested in sharing some thoughts on your area of expertise with colleagues, please contact the editors at world_update@idg.com.

one on one the interview

Hugo Shong
The president & CEO of IDG China Co., Ltd. is this week's guest columnist. Reach him at hugo_shong@idg.com.

"IDG has become the No. 1 publisher in China not only in IT, but also in consumer publications (both women's and men's titles) and other business publications such as electronics, telecom and other trade magazines."

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy****, will be passed along anonymously. Write to world_update@idg.com.*

Q Can you provide us with a quick overview of your primary responsibilities for IDG?

A In addition to my primary responsibility as IDG's country manager of China, I also serve as a vice chairman/general partner of IDG Technology Venture Investment Fund to assist [IDG Chairman] **Pat McGovern** and **Quan Zhou**, the fund's managing general partner, in the fund's management. I am also responsible for overseeing the operations of IDG Vietnam and IDG Ventures Vietnam and have responsibility for new business development for IDG in other Asian countries and regions.

Q In a recent interview, Pat McGovern said that IDG's China operations were second only to those of the U.S. in terms of revenue production. Can you give us a sense of how our operations have grown in China over the past few years? What does the near-term future look like?

A We have maintained an annualized 30% revenue growth over the past 10 years due to the following factors: 1. China's GDP has averaged a 7%+annual growth over the past 10 years; 2. We have been implementing an effective strategy by leveraging IDG's strengths in China to develop the appropriate information products for the Chinese market through partnerships with the right international and domestic organizations. Thereby, IDG has become the No. 1 international publisher in China not only in IT, but also in consumer publications (both women's and men's titles) and other business publications such as electronics, telecom and other trade magazines.

The near-term future looks great! Our new partnership with Reed Business Information (RBI) has allowed us to launch 12 new titles over the past 10 months, and eight other new business magazines are planned to launch in 2005.

Q Can you update us a bit on IDG's non-IT-related business in China?

A IDG's non-IT-related business started in August 1993 when we successfully launched *Electronic Product World* magazine (renamed *Electronic Engineering & Product World*). And our consumer publications have experienced great growth since our launching of *Cosmopolitan China* in April 1998. To date, IDG publishes 16 consumer magazines in China. We successfully launched *Men's Health China* in June last year and have also signed an agreement to launch *National Geographic China* in 2005.

In September last year, we launched *Variety China* to serve the information needs of China's fast-growing entertainment industry, and IDG Film & TV Services was established last year to produce the Golden Eagle Television Industry Forum in September in Changsha. With China now having the largest TV audience in the world (350 million Chinese households have TV sets), we are currently looking into the possibility of creating TV films and TV programs in China.

Q IDG seems to have partnered with a number of publishers that are interested in bringing their publications to the Chinese market. Can you summarize these relationships and give some examples of the publications that we have helped to bring to the market?

A Because of IDG's success in China, a lot of publishing companies approached us to ask for our help to publish their publications in China. We have chosen a very select number of titles to partner with, each of which has the leading position in its own field, such as Hearst's *Cosmopolitan*, Rodale's *Men's Health*, Conde Nast's *Modern Bride*, RBI's *EDN* and *Variety* and National Geographic Society's *National Geographic Magazine*. These partnerships represent either joint ventures or licensing arrangements.

Q How did you get your start in journalism? How did you come to meet Pat McGovern and in what capacity did you first join IDG?

A After working for two years as an English translator and English teacher at the Chinese Ministry of Machinery & Electronics Industry, I was admitted to the Graduate School of Journalism at the Chinese Academy of Social Sciences in the fall of 1984, and freelanced for the *China Daily* for one-and-ahalf years. I also worked as an editor at the International News Department of Xinhua News Agency for six months before I came to study journalism at Boston University's College of Communication on a full scholarship on Aug. 23, 1986.

I first met with Pat in the fall of 1988 at a reception hosted for the visiting Chairman of CITIC, China's largest investment company, at Tufts University's Fletcher School of Law & Diplomacy where I was a graduate student. During the reception, I helped Pat with some translation in his talk to CITIC Chairman Rong Yiren. For the next three years, I worked as an editor on Cahners Publishing's *Electronic Business China*. Then I wrote a letter to Pat to ask for a meeting to talk about my interest in joining IDG to de-

continued on page 7

Footer

continued from page 1

the sites' link relevancy. We're using each other's strengths to help each other," Witchel said.

A Web user searching for information on servers can enter 'server' in the search engine, which would likely bring up results for both *PC World* and *PC Magazine*'s sites. However, if *PC World*'s page ranking and link popularity are rated higher by the search engine, then its listings will be shown above those of *PC Magazine*'s.

"This is good for us and for the whole IDG network," said **Bruce McCurdy**, PC World online product development manager. "We want to lead by example and show how everyone can benefit. Clearly, *PC World* will — we've seen that for us and for *InfoWorld*'s site, it's gone from several thousand to several hundred thousand sites linked back to our site — so using this footer can increase everyone's page rankings and link popularity. More importantly, failing to implement means we're consciously ceding the use of a very significant audience development technique to our competitors."

"All IDG sites have an IDG.net link," he said, that takes users to a IDG.com page. "We went a step further in linking our site directly to other sites in the IDG network." PCWorld.com also added an 'IDG International' link above the new footer that takes users to a new page on its site that lists the sites of all of IDG publications on seven continents.

McCurdy said other IDG sites can use the footer and should feel free to "grab the HTML code" and swap in any IDG sites they feel would make more relevant links to theirs or ones they either have a relationship with or would like to. "It's a good starting point to exchange information and ideas on ways to increase traffic and develop audiences," he said.

He stressed that the PCW footer is promoted only as a model that other IDG sites can use. *InfoWorld*, CXO Media's C- titles, *Computerworld* and *GamePro* are currently using it; others, he said, are using variations on it. "The main things are that it appears in the footer of every page on a site and that the linking URLs are all formatted alike."

With the importance of traffic being generated to the IDG Web sites by search engines, "it is strongly recommended that all business units that have a significant online component train members of their Web team to be search engine optimization experts and consider using the resources of an outside specialist to ensure Web pages are properly designed to be search-engine-friendly," said IDG VP, Business Development and Operations **Colin Crawford**.

He noted that "a lot of success" can be achieved by ensuring that Web pages are coded properly and contain the appropriate keywords and phrases in the title, header tags, description meta tags and body copy. "Make important words stand out by using the rather than <bold> tag," he advised.

For more information, contact Brian Witchel at brian_witchel@pcworldcom. WU

Rank and compile

Search engines rank pages by varying formulas that are supposed to figure out which pages are the most relevant for the search at hand. Relevant and reciprocal cross linking helps improve the likelihood of improved rankings by the search engines. A basic introduction to Search Engine Optimization can be found at Pandia Search Central: www.pandia.com/marketing101/index.html.

The new footer took approximately two months to create, install, test and measure. It includes IDG's largest North America and English-speaking Web presences.

CXO Media gathers top technology executives for annual CIO Perspectives on Enterprise conference

*The CXO Media team responsible for this month's successful conference: front row (l-r): **Gary Beach**, group publisher; **Brian Fuce**, manager/program operations; **Mike Barbato**, senior logistics coordinator; **John Vulopas**, director of business development; **Chris Mattoon**, director of business development. Back row (l-r): **Abbie Lundberg**, editor-in-chief, CIO magazine; **Glede Kabongo**, marketing manager; **Shellie James**, director/marketing; **Amy Turell**, director/event planning; **Jennifer Richards**, senior vice president/Executive Programs; **Sarah Yee**, event planner; **Judy Kittredge**, conference manager; **Sandi Hughey**, senior client relations specialist; **Cynthia Mollus**, vice president/conference management and **Lynn Holmlund**, marketing communications coordinator.*

CXO Media earlier this month held its 13th annual CIO Perspectives on Enterprise Value™ and CIO Enterprise Value Awards conference designed to offer the nation's leading CIOs and technology executives an opportunity to discuss and share best practices on harnessing technology to achieve business value.

The highlight of the event is the conferring of the Enterprise Value Awards during which *CIO* magazine honors companies in nine vertical industries for their excellence in using technology to contribute to the success of their organizations. *CIO* Editor-in-chief **Abbie Lundberg** delivered the opening remarks, and, along with CXO Media Group Publisher **Gary Beach**, co-hosted the awards ceremony. *CIO* Editor **Rick Pastore** moderated a panel on "The New Imperative for Growth," which focused on the role of the CIO in a company's growth whether done organically or by acquisition. WU

Get ready for the annual

IDG Employee Opinion Survey

March 10-29, 2005

What is it?
The IDG Employee Opinion Survey provides employees with the opportunity to anonymously provide their views in a variety of areas, including IDG as a company, business unit image and leadership, work environment, job training, growth potential, management and compensation/rewards/recognition.

Why do we do it?
The Employee Survey is an important communication tool that provides IDG with critical information on the internal health of the organization. Analyzing the results presents IDG with an opportunity to focus on organizational and employee needs and leverage its strengths to maintain a competitive advantage. The Employee Survey is a powerful tool by which employees can facilitate work place enhancements and organizational change. Over the years survey results have produced positive changes at the departmental, business unit and company-wide levels.

What happens to the results?
Each IDG business unit receives its overall business unit results, as well as the results of individual departments. Business units are expected to share the survey results with employees at departmental meetings, providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the most critical issues to address in the coming year, and submit a copy of this action plan to Pat McGovern.

How do I get access to the survey?
Beginning March 10, 2005, employees at all U.S. IDG business units as well as IDC offices worldwide will receive an e-mail from Research Results that includes a link to the Employee Survey on the Web and a unique password for every employee. Employees may complete the survey in one sitting or start and come back later to finish it without losing any previously answered information.

Is the survey anonymous?
Critical to the success of any survey is the respondents' honest and candid feedback. Critical also is the survey firm's ability to provide assurance of respondent anonymity. Because all data submitted by respondents goes directly to Research Results, Inc., an independent research firm, and is captured in a secure database on the Research Results server, the anonymity of individual responses is guaranteed.

For additional information, contact your Human Resources department.

IDG

February 28, 2005

Marketing Communications Manager (CXO)
CXO Media has an exciting opportunity for a Marketing Communications Manager dedicated to our executive leadership peer-to-peer programs which provide the most senior executives at leading enterprises worldwide with research, problem solving and support. This position supports the member recruitment and retention processes. Working closely with senior management, this key position will create marketing programs and sales tools to support business development, and ensure consistent branding and brand integrity through out all materials and messaging. The Marketing Communications Manager will also team with the Director of External Relations and Internal Communications to ensure integrated marketing program development/delivery. This position requires strong business and creative copy writing and packaging skills, ability to work across multiple mediums including web and print, ability to juggle multiple tasks and deadlines, and be customer centric. Must also be comfortable communicating and working with executive community members and management at all levels in a fast-paced creative and opportunistic environment. BS/BA degree required, preferably in marketing or communications. Knowledge of MS Office programs required and familiarity with design programs (Quark, Photoshop, Illustrator) and Web helpful. The ideal candidate will have 5+ years operating at an independent, senior marketing program management capacity. This position reports to the Director of Marketing Communications for CXO Media.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Marketing Communications Specialist (CXO)
CXO Media is seeking a Senior Marketing Communications Specialist to support marketing and promotions efforts for our print magazines, online products, and ancillary product lines. Primary responsibilities include developing sales tools, creating and implementing marketing campaigns, coordinating internal and external resources, creating schedules and managing projects from inception to completion. Position requires strong copywriting and packaging skills, ability to juggle multiple tasks and deadlines, and excellent organizational skills. Must have a positive, outgoing personality, be customer centric, highly energetic and creative. BS/BA degree required, preferably in marketing or communications. Knowledge of MS Office programs required and familiarity with design programs (Quark, Photoshop, Illustrator) helpful. The ideal candidate will possess 7+ years related experience.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Sales Manager (IDGE)
IDG Entertainment is seeking an Online Sales Manager for our East Coast territory. This position will be responsible for online advertising sales and for increasing and cultivating new business for IDG Entertainment's growing online network. In addition, this person must have the ability to create sales strategies, proposals, and presentations; develop strategic relationships with agencies and clients at all levels; and report weekly projections to management. Candidates must be comfortable with solutions based selling and have a strong understanding of the internet sales and media planning process. The successful candidate will possess an entrepreneurial spirit and confidence to drive and build relationships with high-level clientele. We are seeking a dynamic individual that has an understanding of the industry, savvy business sense and a great appreciation for the nuances of the industry. This individual will thrive and succeed in a fast-paced environment and will welcome challenges and growth. Candidates must have a minimum of 3-5 years experience in online sales with a four-year degree. Excellent communication skills and ability to multi-task is required. Must have proficient knowledge of Microsoft PowerPoint, Word and Excel as well as an understanding of web/internet production. Knowledge of the video-gaming industry a huge plus! This position is based in New York and will require some travel. For consideration, please forward your resume and salary requirements to: jobs@gamepro.com and include job title 'Online Sales Manager' in the subject line. ***Location: New York, NY***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Director of Business Development (IDG)

The IDG Corporate Sales Team is responsible for building and maintaining relationships with IDG's top domestic customers and their agencies that result in enhanced customer loyalty and satisfaction. The Director, Business Development will establish a consultative relationship with each assigned key account and will provide value to clients by staying current with competitive, market, and industry information, developing general positioning and pricing strategies, and creating and presenting advertising products optimized for the marketplace. The successful candidate will have strong presentation and highly effective negotiation skills along with a proven ability to creatively represent and sell IDG's domestic portfolio to drive enhanced IDG revenue and profits. Experience interacting with executive decision-makers and the ability to work creatively and to devise innovative solutions to complex sales problems is key. The ideal candidate will have at least 4 - 6 years experience in the IT publishing, research or media sector with emphasis on vendor contact and industry understanding. Qualified candidates must also be detail oriented, self-starting with a strong customer service approach, and possess exceptional communication, analytical and organizational skills. A college degree is preferred. ***Location: San Francisco, CA***
Contact: J. McKaughan, Fax: 508-988-7972, Email: jljobs@idg.com

Project Manager (WEC)

IDG World Expo's Custom Events Group is looking for a strong Project Manager to help with the creation, planning, and execution of custom events for our clients. The individual selected for this position will have responsibility for custom event program management as well as responsibility for the hands-on execution of events which may include; definition of customer requirements, event pricing, contract negotiations, audience development, event planning and on-site execution. In this position, you will work in a multi-project environment working with customers and vendors in selected cities to develop and coordinate deliverables. You will also establish and maintain a vendor inventory and maintain a contract log to validate pricing against established rates. Ideal candidates will have 3-5 years of relevant experience in the event or hospitality industry, excellent operational and organizational skills, strong project management skills, and a solid knowledge and understanding of business. Candidates must have experience with vendor contract negotiations, the demonstrated ability to identify and carry out customer requirements, and the ability to complete projects on time and within budget. Candidates must be proficient in MS office suite (Excel, Word) and experience with Microsoft Project would be helpful. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

Computerworld IT Leaders Conference
March 6-8
JW Marriott Desert Ridge Resort
Scottsdale, Ariz.
www.premier100.com
leo_leger@computerworld.com

Information & Cyber Security Series
An InfoWorld and AIT event
March 8
Sheraton Reston
Reston, Va.
www.aitglobal.com/newevents/details/nov162005.html

March 10
Sheraton Suites/Four Points Hotel
Philadelphia

March 15
The Westin Waltham
Waltham, Mass.

March 23
Madison Square Garden
New York

Macworld On Tour
March 9-10
Radisson WorldGate Resort
Kissimmee, Fla.
www.macworldontour.com

IDC Directions Conference
March 16
Hynes Convention Center
Boston
www.idc.com

IDC Directions Conference
March 23
San Jose Convention Center
San Jose, Calif.
www.idc.com

CIO Perspectives: Balancing the Art & Science of Security
April 10-12
Huntington Beach, Calif.
www.csoonline.com

Computerworld's Storage Networking World
April 12-15
JW Marriott Desert Ridge Resort
Phoenix
www.snwusa.com
ann_harris@computerworld.com

IDG U.S. Managers Meeting
April 25-26
Boston
Contact: Carole Dean
carole_dean@idg.com

LinuxWorld

continued from page 1

3,800 expo visitors with a total attendance of between 6,000 and 7,000. "Our exhibitors were thrilled by the quality of the audience this year in Boston," said Davies, adding that vendors said the show provided them with targeted, high-quality leads.

On both the show floor and in the conference sessions, the emphasis was on the business value of Linux and Open Source, Davies said. "The event illustrated how companies across the globe have achieved higher profits and increased their productivity by utilizing Linux — the fastest-growing operating system in the world," he said. IDC forecasts the Linux market on servers, PCs and related packaged software to reach $3.7 billion by 2008, which represents a 26% compound annual growth rate from 2003, according to a December 2004 report: "Worldwide Linux 2004-2008 Forecast: Moving from Niche to Mainstream."

Last month's expo also served as a meeting venue for more than a dozen current and prospective international partners for local LinuxWorld Conference & Expo events. Representatives from Germany, the U.K., the Netherlands, Italy, Russia, South Africa, Canada, Mexico, Brazil/Argentina and Mexico met with IDG World Expo President & CEO **David Korse**, Davies, U.S. Audience Development Manager **Eileen Weinberg** and others from the IDG World Expo team to discuss how to maximize the information sharing and cooperation on the brand worldwide, with topics such as how to benefit from multiple country sales opportunities and developing a LinuxWorld extranet so brand and event information is available to the partners on a 24/7 basis.

"Linux is a reality worldwide as a legitimate alternative to Unix and Windows," Davies said. "Our vision is to meet the global market demand for open source education by finding the right partners in as many viable international markets as we can. We're grateful to be able to provide the place where 'open minds meet' in each of those countries."

IDG WORLD UPDATE PHOTOS

*The LinuxWorld show floor was filled to capacity at the Hynes Convention Center (above). Below, IDG Chairman **Pat McGovern** (l) chatted with IDG World Expo President & CEO **David Korse** (center) and Tim Porter from Reed Exhibitions, the licensee for LinuxWorld in Russia, during a visit to the expo.*

LinuxWorld Conference & Expo, which launched in 1999, is held twice yearly in the U.S., once on each coast. Historically, the expo has been held in San Francisco and New York, but, according to Davies, Boston is increasingly viewed as a hub for the Open Source software being adopted by thousands of local companies. It is also home to such leading open source vendors as Novell, which recently moved its corporate headquarters from Provo, Utah, to Waltham, Mass., and Red Hat, which has designated its Westford, Mass., site as a development hub.

IDG World Expo will maintain a presence in New York with LinuxWorld Summit, to be held May 25-26, which will feature a conference program offering business and technology professionals specific, focused education about Linux and Open Source technologies.

For more information, contact Warwick Davies at warwick_davies@idg.com. WU

Linuxworld Conference & Expo will span the globe in 2005

IDG World Expo has brokered a series of global partnerships for LinuxWorld Conference & Expo. Editions of the event are currently scheduled as follows:

Toronto
April 18-20

Shanghai, China
April 26-27

Johannesburg, South Africa
May 17-20

New York (LinuxWorld Summit)
May 25-26

Milan, Italy
May 24-26

Tokyo
June 1-3

Mexico City
June 9-10

San Francisco, Calif.
Aug. 8-11

Beijing
Aug. 24-26

Cape Town, South Africa
Sept. 14-16

London
Oct. 5-6

Utrecht, The Netherlands
Nov. 9-10

Frankfurt, Germany
Nov. 15-17

noteworthy people

Promotions

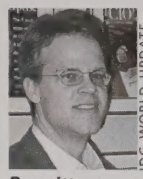
The CXO Media Executive Staff recently announced several promotions. Excerpts from the announcement appear below.

IDG WORLD UPDATE
Zhai

CXO Media Associate Designer **Helen Zhai** has been promoted to designer. "Helen immediately established herself as a key contributor and an invaluable designer. Helen's overall creative approach combined with her quick insight has helped *CMO* achieve its tricky goal of delivering content in a fresh way to a very savvy and graphically aware audience. She has a wealth of prior design experience which includes studio-related design for a Chinese advertising firm and four years as an interior designer for one of China's top three interior design institutes." *hzhai@cxo.com*

CXO Media Senior User Services Specialist **Jonathan Frappier** has been promoted to senior IT specialist. "Jonathan's self-directed efforts and accomplishments in user-support and network-related projects are helping to bring CXO to the forefront of technology. Jonathan will continue to evaluate and resolve complex computing system, application and operational needs. Going forward, he will work closely with the IT team to develop desktop security policies, new server technology for our remote offices, replace the overburdened QPS server, and research Windows 2003 Server and Virtual Server, to name a few." *jfrappier@cxo.com*

CXO Media Senior Editor **Ed Prewitt** has been promoted to executive editor. "Ed turned our former Hot Seat section from a rather moribund backwater to a dynamic, relevant and consistently well-read and highly rated section of the magazine. He helped create our flagship State of the CIO research and special issue, and last year he led both the State of the CIO and the Agile CIO 100 — a double header no one had ever done before. Ed leads one of CIO's two idea groups and he is helping to take our leadership coverage into new dimensions with the multimedia Leadership Agenda series." *eprewitt@cxo.com*


IDG WORLD UPDATE
Prewitt

New employees

PETER SHORT
Welch

IDC Framingham has hired **Robert Welch** as group VP and general manager of its Worldwide Services Research group. He was previously VP with Bass & Co. Management Consultants where he was responsible for business and corporate development. He has also served as VP, Product Industries at Cap Gemini, a partner at Ernst & Young, and senior VP at Computer Sciences Corp. He holds a B.A. in business administration from the University of Massachusetts/Amherst. *rwelch@idc.com*

PETER SHORT
Catalogna

Amy Catalogna joins IDC Framingham's Conference group as senior program manager. She was previously public relations director at Boston University's College of Fine Arts and holds a B.A. in mass communications from Westfield (Mass.) State College. In her free time she enjoys reading, papercrafts and antiques. *acatalogna@idc.com*

CXO Media in Framingham has hired **Carlos Mena** as director, Program Management and CISO. Mena has worked in the IT/security business as a senior manager or CISO for more than 20 years and has experience in the financial services, consumer products and transportation industries, most recently with British Airways in the U.K. where he was responsible for its IT security strategy review. He holds a B.S. in computer science engineering from the University of Louisville in Kentucky and enjoys golfing and deep-sea fishing. *cmena@cxo.com*

Network World's new event operations coordinator is **Danielle Bourke**. She was previously a marketing specialist with Iron Mountain, responsible for coordination of trade shows, training meetings and multi-day conferences. A graduate of Plymouth (Mass.) State University, she holds a B.S. in education with a focus on business management; she has also studied event and meeting management at Boston's Northeastern University. An avid traveler, she also enjoys theater, music and movies. As co-chair of Meeting Professional International's programming committee she recently received recognition from the chapter for her work. "This meant a lot since it was recognition from my peers," she said. "Also, a couple of the programs I have been instrumental in creating have been featured in articles from various publications, including, *Meetings Professional Magazine*, MeetingsNet.com and *Time*." *dbourke@nww.com*

Cedric Fellows is the new Oakland, Calif.-based regional account manager for Network World Events and Executive Forums. He was previously conference sales manager with TechTarget Media and before that strategic account manager with Key3Media Events. He attended the University of Maryland, is an avid golfer and is currently "supporting my spouse while she earns her Ph.D in organizational psychology." *cfellows@nww.com*

MICHELE NELSON
Fellows

Previously an assistant VP at State Street Bank, **Ted Dangson** joins IDC Framingham's Vertical Group as a senior research analyst where he will develop quantitative models for forecasting trends. He holds a B.A. in public relations from the University of North Carolina/Chapel Hill and an M.A. in economics from North Carolina State University in Raleigh. Away from the office he enjoys golf, tennis and skiing. *tdangson@idc.com*

PETER SHORT
Dangson

After relocating to San Francisco from his role as online news editor for *The Arizona* Republic, **Curt Poff** is Macworld's new managing online editor. He earned a B.S. in history from Portland (Ore.) State and claims to be "trying to find the ultimate coffee/muffin combination." *cpoff@macworld.com*

IDG WORLD UPDATE
Poff

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17
Miklos Cocron *IDG Germany*

16
Evilee Thibeault *Network World*
Fatima Ruiz del Olmo *IDG Spain*
Ursula Istavrinos *IDG Germany*
Martin Fältström *IDG Sweden*
John Pickett *IT World Canada*

15
Thomas Wilms *IDG Germany*
Istvan Biro *IDG Hungary*

14
Reinhard Prasse *IDG Germany*
Krisztina Selmeczi *IDG Hungary*

13
Michalina Nowakowska *IDG Poland*
Anders Lotsson *IDG Sweden*
Elga Legranzini *IDG Italy*
Ousmane Keita *IDG Czech*

12
Eva Pechova *IDG Czech*

11
Stefan Kaczmarek *IDG Poland*
Judith Gil *IDC Venezuela*
Peter Vermeulen *IDC Benelux*
Jens Stark *IDG Switzerland*

10
Damian Sicking *IDG Germany*
Márta Rácz *IDG Hungary*
Martin Fatun *IDG Czech*

9
Carlos Chenel *IDG Spain*
Thomas Cloer *IDG Germany*
György Gazdag *IDG Hungary*
Pia Ylinen *IDG Sweden*
Camilla Lindvall *IDG Sweden*
Becky McClintock *Connell Communications*
Enrico Zambetta *IDG Italy*
Alan Tang *IDC Hong Kong*
John Tan *IDG Singapore*

8
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*

7
Agnieszka Switkowska *IDG Poland*
Antoni Bielewicz *IDG Poland*
Sofia Thorsson *IDG Sweden*
Erik Kolrengen *IDG Denmark*
Ivan Novotny *IDG Czech*

6
Eleanor Storch *IDC*
Anders Emretsson *IDG Sweden*
David Tapper *IDC*
Lorraine Lim *IDG Singapore*
Caroline Brooks *IDG Global Solutions U.K.*
Jon Seff *Mac Publishing*

5
Dieter Müller *IDG Germany*
Zoltán Taute *IDG Hungary*
Lina Vikman *IDG Sweden*
Laurie Brockelman *Connell Communications*
Melissa Utter *Life Science Insights*
Tim Grieser *IDC*
Juan Orozco *IDC*
Lucie Draper *IDC*
Maarten van Hage *IDG Netherlands*
Patrick Val *IDG Netherlands*
Amedeo Novelli *IDG Italy*
Hanne Tuomisto *IDG Global Solutions U.K.*
Hansjörg Honegger *IDG Switzerland*

4
Sabine Anegg *IDG Germany*
Rana Hobbs *IDC*
William Stofega *IDC*
Koen Zijm *IDG Netherlands*
Jamila Yahia *IDC France*
Jiro Arai *IDG Japan*
Ki-Seok Ha *IDC Korea*
Kaori Yamaguchi *IDC Japan*
Ruth Klumpp *IDG Switzerland*
Beat Rüdt *IDG Switzerland*
Kristina Ternenyova *IDG Czech*
Ales Mlejnsky *IDG Czech*
David Lake *PC World*

3
Jawad Bajwa *IDC U.K.*
Sandy Low *IDG Singapore*
Pia Toftdal Rasmussen *IDG Denmark*
Volker Richert *IDG Switzerland*
Jaroslav Dammer *IDG Czech*

2
Anja Laubstein *IDG Germany*
Daniel Biro *IDG Hungary*
Mikael Zackrisson *IDG Sweden*
Nishant Dave *IDC Singapore*
Adrian Ho *IDC Singapore*
Injam Srinivas *IDC Australia*
River Jung *IDC Korea*
John Kim *IDC Korea*
Patricia Queiroz *IDG Brazil*

1
Anna Ekström *IDG Sweden*
Coby Smith *IDC*
Paul Hands *Life Science Insights*
Danielle Li *IDC China*
Mylene Buensuceso *IDC Philippines*
Wasupote Kittisubkul *IDC Thailand*
Karasawa Masamichi *IDC Japan*
Daniel dos Santos *IDG Brazil*
Denis de Freitas *IDG Brazil*
Luiza Dalmazo *IDG Brazil*

Anniversary information may be sent to world_update@idg.com.

One on one

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velop business in Asian countries, particularly in China; to my surprise, Pat still remembered me. So I joined IDG on Nov. 7, 1991, as Pat's associate for Asia Business Development.

***Q* What is your relationship to IDG Technology Ventures, IDG's venture capital company in China? What sorts of companies does this fund primarily invest in?**

A I started in 1992 to assist Pat in setting up IDG Technology Venture Investment in China and acted as the fund's first managing director for about one year until Quan Zhou joined us to take over the fund's day-to-day operating responsibilities. But I have remained the fund's vice chairman and a general partner to assist Pat and Quan with the fund management, as well as the fund's government affairs and public relations.

Our primary investee companies in China include telecom technology, telecom service companies, Internet companies and enterprise software companies. Two examples of companies in which we have invested are Ctrip.com, China's equivalent of Expedia.com, which is now traded on Nasdaq (CTRP), and China Finance On-Line (JRJC), known as China's Bloomberg, which was also successfully listed on Nasdaq in December last year. WU

More information on IDG's China activities available online

To see a downloadable fact sheet summarizing the highlights of IDG's activity in the Chinese market, see this article on IDG Central. You may request a password for the site on the home page.

celebrating 10!

Name
Peter Jidesten

Home
Stockholm, Sweden

Joined IDG
January 1994 as a Graphic Designer

Current job
Creative Director. First and foremost we strive to enhance the quality of the magazines' graphic form. Our aim is that they be perceived as more fresh, easy-to-read and ultimately generate more readers.

The second aim is to "think outside the framework." A magazine designer is typically stuck in continual production mode, so it is difficult to find the time to be creative, step out of it and take a critical look at your own design.

My job is to perform as a catalyst, giving designers that extra boost. Together with the editorial staff and graphic designer we develop proposals and then implement them. And, because we are not tied up in production, we can afford to go further and to be more experimental.

Most challenging part of your job
We are dealing with exceptionally sophisticated and knowledgeable readers. Hardly any of our publications have a monopoly on their target audience. Should we make a boring magazine, our readers will simply lose interest and choose a competitor that looks more appetizing and more fun. That's the challange!

Best part of your job
The variety. To work with so many different magazines and the people around them.

Career highlight
Every time we launch a new design for a magazine. It's always great to hear positive comments from the readers and my colleagues.

If you could change one thing about IDG, what would it be?
I would try to make it easier for IDG employees to get the opportunity to work for an IDG company in another country. In my work it would be very educational to work with designers in, for example, the U.S.

Best way someone could compliment you on your work
Buy the magazine and tell your friends how much you like it!

Family
My wife Linda and I have a daughter, Alva, 2 ½ years old.

*IDG Sweden Creative Director **Peter Jidesten** (right) was the guest of IDG Chairman **Pat McGovern** at a recent lunch celebrating his 10 years of service to the company.*

What's your favorite thing on your desk?
My computer, of course.

First job?
Bartender and waiter serving beer to Scandinavian vacationers in the popular Swedish ski resort called Åre.

What sports do you play?
Soccer and golf.

Manager's profile
"Peter has been with IDG Sweden for more than 10 years and has design in his blood. He has done marvelous redesigns of our publications and has very much contributed to IDG's success in Sweden."
— Bengt Marnfeldt, general manager, IDG Sweden

Request your free passes for Boston's Museum of Science

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes — you may request up to eight — you would like to receive. The passes are good through December.

Receive *IDG World Update* via PDF

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to world_update@idg.com. Please be sure to include your name, business unit and Internet e-mail address.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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DEMO continues to thrive as launching pad for innovation

73 products selected to debut at Network World's 15-year-old event

The IT industry's crystal-ball event celebrated its crystal anniversary last month. Now in its 15th year, the three-day DEMO Conference — this year re-named DEMO@15! — in Scottsdale, Ariz., drew 750 business development executives, venture capitalists and investors to see the products their inventors hope will be the next Palm Pilot or TiVO, both of which made their industry bows at earlier DEMOs.

DEMO@15!
FEBRUARY 13-15 | SCOTTSDALE, AZ | 15 YEARS OF TECHNOLOGY IN BLOOM

"DEMO has momentum," said **Mark Hollister**, senior director of event marketing for Network World, parent company of IDG Executive Forums, which organizes DEMO. "It is one of the few conferences that continues to be respected in the industry despite its age." He attributed this to the show's sole focus on products, a renewable, fresh resource.

ASA MATHAT

Stewart Alsop (at right), founder of DEMO and one of the 15 World Class Innovators honored during the event, was interviewed by DEMO Executive Producer Chris Shipley.

DEMO Executive Producer Chris Shipley sifted through several hundred companies' products to select the 73 that she deemed representative of emerging IT trends and invited their manufacturers to demonstrate their products at the event. The majority of companies have six minutes to present their product and explain its value (no PowerPoint pre-

continued on page 4

IDC's CMO Advisory service draws crowd to first conference

Rich Vancil

Michael Gerard

Robert Blumstein

Three IDC analysts participated in the measurement conference.

The Marketing Performance Measurement Summit for Business-to-Business Marketers, the first conference hosted by IDC's U.S. Events group and the CMO Advisory Research service, drew more than 160 attendees to New York City on Jan. 19. The audience consisted primarily of marketing executives from IT vendors who were joined by B2B marketers from financial services, publishing, insurance and other industries.

The agenda and the content for the conference came from IDC's CMO Advisory Research service, which was launched in 2003 to help senior IT marketers improve the productivity and efficiency of the marketing practice. The CMO group now provides research and consulting to more than 40 of the major IT vendors on a continuous basis.

IDC VP/CMO Advisory Service **Rich Vancil** pointed out that while the CMO service was created with IT marketers in mind, elements of the conference program transcended industry lines. "Performance measurement is a major issue that any B2B or B2C marketing professional grapples with, and they need to continually hone their skills in that area," he said. "Several attendees told me that they're looking for ideas and best practices, and it doesn't matter to them where those concepts come from."

Promoting the program beyond the traditional IT vendor community and involving other industry speakers turned out to be relatively easy, said IDC's U.S. Conference Group Program Director **Mary Connell**, who started the feasibility study for the event last June. "The combination of the B2B focus, the relationships Rich and his team have built with clients, and the IDC brand were all assets in developing the program. Those elements gave me access to senior-level marketing professionals, and the lineup of people I pulled together initially al-

continued on page 5

in brief newsworthy

Pat McGovern addresses attendees at Greater Boston Chamber-sponsored event

HOWIE SHOLKIN

FAYYOTO

*On hand to hear **Pat McGovern** (above left and far right) speak at last week's Successful Business Management Series, sponsored by the Greater Boston Chamber of Commerce, were IDG Corporate Communications Marketing Communications Specialist **Teresina Cardamone** and IDC President & CEO **Kirk Campbell**.*

IDG Chairman **Pat McGovern** was invited to speak about the growth of IDG over the past four decades during a speech to more than 100 business leaders at a Greater Boston Chamber of Commerce meeting on March 3 in Boston. In recounting some of the company's accomplishments, McGovern emphasized the importance of customer focus, saying "most successful businesses come from customer ideas." He described IDG's culture as a "trust-based system" where corporate management identifies new market opportunities and executives in the subsidiaries are entrusted with running the businesses.

Innovation Journalism conference seeks participants

IDG will be well represented on the agenda at the Second Conference on Innovation Journalism at Stanford University in Palo Alto, Calif., April 4-6. The event is free and open to anyone interested in the practice of covering the technical, business, legal and political aspects of emerging technologies and the way the resulting products and services are sold in the marketplace.

While journalism about innovation has long existed, the term "innovation journalism" and the effort to create a community of international innovation journalists began in 2003 with an initiative set up by the Swedish Agency for Innovation Systems (known as VINNOVA). Since January 2005, innovation journalism has been a key program of the Stanford Center for Innovations in Learning at Stanford University. Part of the program includes a six-month fellowship during which Nordic journalists work at host publishing companies in the U.S. They are also required to write at least one academic paper exploring the application of innovation journalism concepts.

INNOVATION JOURNALISM

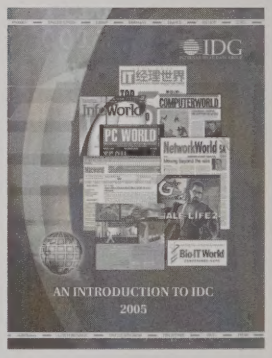
Computer Sweden Features Editor **Magnus Höij**, a fellow last year, has been asked to moderate a panel at this year's conference, as has IDG News Service Executive News Editor **Marc Ferranti**. The IDG News Service's Boston bureau is currently sponsoring an Innovation Journalism fellow, Johan Boström, a reporter and editor for one of Sweden's major dailies, who will present a paper on "Innovation as a Keyword for News." *Computer Sweden* Reporter **Anders Lotson**, who will be working at *Business 2.0* later this year, will talk about "Ethical Dilemmas in Covering Innovation and Covering Crime." Former *Biotech Sweden* Editor Jan Sandred, a 2004 fellow, will also participate.

Other speakers include representatives from *Technology Review, Fortune, Science*, the *San Francisco Chronicle* and other U.S. and European publications.

During the past year, an innovation journalism program has been established in Finland, and a research program on innovation communication has been initiated in Germany. Representatives from both groups will participate next month.

To learn more, go to www.innovationjournalism.org; sign up to participate at www.stanford.edu/dept/scil/InJo-2005, or contact conference co-chair David Nordfors at nordfors@stanford.edu. A preliminary agenda for the event is posted with this article on IDG Central (www.idgcentral.com). WU

2005 Media Kit available online



The IDG worldwide 2005 Media Kit is now available in a downloadable, print-ready PDF file on IDG Central (www.idgcentral.com). To access the Media Kit, click on Corporate Communications under the Corporate Resources heading in the left-hand column. There are separate files for the publications, events and online brochures.

Printed copies of the 2005 Media Kits are still available. Contact **Teresina Cardamone** at teresina_cardamone@idg.com.

If you do not have a password and login for IDG Central, you may use the form on the home page to request one. WU

one on one the interview

Mark Jones
The deputy managing director at IDG Australia is this week's columnist. Reach him at mark_jones@idg.com.au.

"Commercial radio is already experimenting with the technology [podcasting]. I can see huge potential for IDG. In addition to recording shows, I can see us delivering a variety of sponsored content from sources including IDG events and conferences."

Q I understand you author a blog called Filtered. How did you get started? And why do you do it?

A I first caught the blogging bug while working at InfoWorld Media Group in San Francisco two years ago. Together with my colleagues from the News Department, we started Tech Watch, which at the time was possibly the first group web log produced by an IT magazine. Once you start blogging, it's hard to stop. So when I moved back to Sydney to work at IDG I started *filtered* (http://filtered.typepad.com/markjones/). It's helped me continue conversations with people in the IT industry both in Australia and the U.S.

It's both a creative outlet and a great way of networking. I'm always hearing from interesting people around the world who read my blog. In Australia, I often meet and explore business ideas with IT industry people directly as a result of contact made through my blog.

Q What do you focus on and how often do you update it?

A The blog's focus is best summarized by *filtered*'s tag line: "Technology, media & marketing grit subjectively sifted by Mark Jones." I've made it clear that I'm not trying to be an objective journalist on the blog. *Filtered* is about my perspective on the technology and media landscape. I link to stories and blogs of interest to me and explain why I think they are significant.

I write between one and two posts a day. It's important to post regularly or your readership drops.

Q Are there business benefits that accrue to IDG Australia by having you out there in the blogosphere?

A My objective is to establish IDG Australia as a thought leader in online publishing. For example, I track marketing trends particularly as they relate to online spending. As a company, IDG has a huge challenge and opportunity to understand the attitudes of marketers as online spending continues to boom. It's not enough to offer banner ads and boom boxes. Marketers want leads, targeted exposure, and accurate metrics that justify their spending. They also want to investigate new forms of online marketing built around custom sites, blogs, podcasts and webcasts.

By analyzing these subjects, my strategy is to promote conversations with our customers. Customers are also more likely to trust us when it comes to sponsoring new initiatives if they can see we understand the big picture.

I also gain valuable insights into the evolution of blogs, podcasting and other forms of online publishing by talking with other bloggers. These conversations have resulted in a sponsored webcast and seminar event with *Australian Reseller News*, and, last month we launched a reader-revenue product. IDG has signed up with Australia's dominant telco Telstra to serve up *Computerworld*, *PC World* and *GamePro* content to mobile phones via i-mode, a high-speed wireless data technology. Readers will pay us a small monthly fee to read our content on their mobile phones.

I'm also excited to say that on Tuesday, March 8 we will launch our first sponsored podcast, Computerworld Live. The weekly show is sponsored exclusively by Alcatel and stars *Computerworld* Editor **Sandra Rossi** and Senior Journalist **Julian Bajkowski** who analyse each week's news. The downloads will be available from computerworld.com.au.

Q Do other IDG Australia employees maintain blogs? Do you have any sort of company policy on blogging?

A I am the only person with an external blog. Having said that, I would like to see more. We don't have an official company policy, but if people start blogs I will have a chat with them about some important "do's and don'ts."

This week we launched a password-protected blog for IDG staff as part of IDG Australia Managing Director **Don Kennedy**'s vision to improve internal communications. I've invited our managers and staff to write about what's happening across each business unit, and early feedback is positive.

Q What are the trends in blogging that you see coming down the road?

A The latest phenomenon is podcasting. It's similar to traditional radio in concept, but the delivery method is fundamentally different. People all over the world are using microphones, PCs and cheap/free software to upload their own shows to the Web and make them available as downloads. Podcasting sites are typically supported by a blog which informs you about the latest download, and links to related content.

Podcasting is essentially a grass-roots phenomenon

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Let us hear from you!

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

DEMOmobile will expand scope to mimic DEMO

Reflecting how wireless technology has become an integral part of nearly every aspect of computing, Network World and IDG Executive Forums are expanding their fall mobile and wireless event, DEMOmobile, into DEMOfall.

"Having DEMO twice a year enables us to provide a broader look at new products coming to market without being limited to DEMO's usual February timeframe and, in the case of DEMOmobile, just wireless products," said **Mark Hollister,** senior director of event marketing for Network World. "Both shows will carry wireless products and a mix of enterprise and consumer products."

DEMOfall is planned for September in Huntington Beach, Calif.; DEMO is currently scheduled to remain in Scottsdale, Ariz.

DEMOletter blog provided immediate updates

DEMOletter, DEMO's e-newsletter that tracks emerging technologies and trends throughout the year, recently went to a blog format. During the recent three-day DEMO@15!, Network World Senior Reviews Editor **Keith Shaw** updated the show blog after each presenter's demonstration and welcomed readers to post their comments. According to Network World Senior Director of Event Marketing **Mark Hollister**, there were "some very well-known bloggers" at this year's event, reporting live to their communities. (Some of the more traditional major U.S. press outlets at DEMO included *The Wall Street Journal, The Washington Post,* the Associated Press, CNN, *Newsweek, Time, Forbes, Fortune* and *Business Week.*)

DEMO@15

continued from page 1

sentations are permitted, and demonstrators are encouraged to spend no more than 15 seconds in introductions before showing their product); based on the program theme and product demonstrability, a handful are chosen to give 60-second Hot Seat presentations. Among the companies presenting this year were the following:

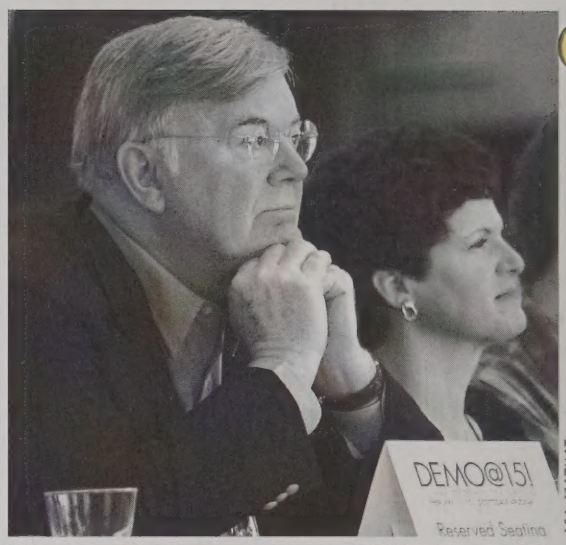
- AutoXRay's CodeScout, a car diagnostic tool for when the "Check Engine Light" comes on.
- Browster, Inc.'s Browster provides a Web page preview window by mousing over a search-engine link.
- Digital Monkey's In The Chair let musicians practice with a virtual full symphony and get feedback on their performance.
- MDA's Ice Camera detects ice on surfaces, including roads, bridges and aircraft.
- Motorola's iRadio offers hundreds of channels of commercial-free radio in a user's home, car, cellphone or MP3 player.

(For a complete list of DEMO presenting firms go to http://www.demo.com/demo2/demonstrators/2005demonstrators.html.)

According to Hollister, the mood at the event was "decidedly upbeat. Attendees said they believe we've rounded a corner from the dot-com bust and are seeing a new era in the tech industy. Conversations revolved around the positive job market, the venture capital search for smart investments and the wealth of new, smart companies."

This being DEMO's 15th year gave organizers a chance to try some new ways to market it. "We targeted some marketing campaigns with testimonials and endorsements to specific attendee groups," Hollister said. A Producers' Circle encouraged early registration for a discounted price and on-site benefits during the show, such as preferred seating, an invitation to the Producer's Reception and a DEMO@15! vest. A final draw was the introduction of DEMO's 15 World-Class Innovators dinner, a roll call of IT industry influencers (and previous show demonstrators) compiled by Shipley with the help of the DEMO advisory board, colleagues and friends. Among the Innovators were Netscape founder Marc Andreesen, VisiCalc spreadsheet developer Dan Bricklin, and Google cofounders Sergey Brin and Larry Page.

Ten of the 15 appeared at the dinner and shared what DEMO meant to them and their company's growth. "This was well and warmly received," said **Neal Silverman**, Network World VP of events. "Everyone appreciated these innovators returning to



ASA MATHAT

*IDG Chairman **Pat McGovern** and Network World CEO and Publisher **Evilee Thibeault** came to see the 70-plus products that launched at DEMO.*

DEMO to honor its part in their successes. We were thrilled to recognize these industry superstars and thank them for their tangible contributions to the technology marketplace."

DEMO had 14 sponsors this year, up from last year's nine, including Accela Communications, Intro Networks, Mirra, and Porter Novelli, the global public relations and communications firm. Hollister said sponsors sign on because they want to be known as companies that are influencers involved in the innovation space and new technologies.

DEMOfall (see top sidebar) will be held Sept 19-21 in Huntington Beach, Calif. For more information go to www.demo.com/demo2/ or contact Mark Hollister at mhollister@nww.com. WU

One on one

continued from page 3

right now, but commercial radio is already experimenting with the technology. I can see huge potential for IDG. In addition to recording shows, I can see us delivering a variety of sponsored content from sources including IDG events and conferences.

***Q* Do you consider bloggers to be journalists and therefore subject to the same protections?**

A Bloggers are not journalists. The boundaries around what constitutes journalism are well defined, while bloggers have the freedom to write their own rules. That's the nature of personal publishing. As such, I don't think bloggers receive the same legal protections as journalists. We have already seen bloggers jailed in places like Iran and China where free speech is not encouraged. WU

IDG

March 7, 2005

Client Relations/Project Manager, Custom Publishing (CXO)

CXO Media Inc. is seeking a Client Relations/Project Manager to join its Custom Publishing team. This individual will be accountable for managing client relations, publication production, operations and project administration for custom supplements, magazines and websites. The ideal candidate will possess 5+ years work experience in marketing, magazine publishing or an advertising agency. The candidate must be able to multitask in a fast paced environment and be detail oriented. Strong communication and customer service skills are essential. Proficiency in Mac platform and use of Quark, and Photoshop required. Proficiency in PC platform and use of MS Word, Excel required. Basic editing, graphic production/design skills strongly preferred. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Client Relations/Sales Associate (CXO)

CXO Media is looking for a high-energy, customer-focused individual to serve as the primary liaison between CXO Media's Executive Programs and our conference sponsors. Key responsibilities include interfacing with client executive team to ensure unparalleled customer service, serving as the sponsor's advocate working closely with internal departments including marketing, sales, ad placement and deadlines, web site management; and aiding sponsor in developing all hospitalities, speaking opportunities, marketing materials and other collateral. Additional responsibilities include lead generation through routine web and printed media research, and heavy agency/vendor contact to assist the sales organization. Travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, RFP's and monthly sales reports and analysis. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 3-5 years business experience. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Intern, Online Production (CXO)

CXO is looking for a tech-savvy, energetic person who wants to learn the ways of web publishing. This person should be a quick learner who is proficient in time-management and multi-tasking. HTML knowledge is a plus. Responsibilities include: work with Web editors and Copy editors to test and send out daily electronic newsletters, format newsletter text files and enter into content management system and test for approval, work with Sales team to coordinate newsletter sponsorships, assist in pulling content from quark files for various publications, manage daily RSS feeds, monitor daily site mail for each website and distribute to proper channels and general website production assistance. (This is a full-time, temporary position for approximately 3 months). ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Manager, Software and Hardware Support Services (IDC)

IDC's Enterprise Management research team is looking for a Research Manager to lead our Software and Hardware Support Services research. IDC's Software and Hardware Support Services research assists software and hardware vendors in developing, marketing, and delivering support services. Reporting to the Program Vice President, the Research Manager serves as the lead analyst for designated market research areas within IDC's Support Services programs. The successful candidate is expected to have broad IT industry knowledge of support practices and services, as well as familiarity with the support services of key hardware and software support services providers. Responsibilities include: Writing IDC research publications in designated market areas; Supporting IDC client inquiries and briefings and working closely with clients; Developing and publishing market forecast and market revenue share reports which may involve researching and building company revenue models; Analyzing and reporting on demand-side survey data; Executing on consulting engagements, including white papers; Working closely with other groups in IDC to create collaborative research; Providing selected information to the trade and business Press; Working closely with IDC sales and marketing to communicate and promote IDC system management software programs. This position will require a team approach, working closely with related IDC research programs to maintain excellence in report deliverables and increase client interactions, while developing broad perspectives on industry directions and trends. Previous work experience in support services market analysis with a major vendor or analyst firm is desired. Writing skills and the ability to produce major documents in the content areas according to a published time schedule are key requirements. BA degree required, MBA preferred. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Marketing Specialist (IDC)
IDC is seeking a Marketing Specialist to manage IDC's Telebriefing program and manage requests to use IDC content. The Marketing Specialist will be responsible both for maximizing IDC's visibility through the telebriefing program and providing excellent customer service to clients seeking permission to use IDC content in their sales and marketing materials. The successful candidate will have the opportunity to work directly with analysts to develop timely and meaningful telebriefings and to ensure the best possible use of IDC's research information. Responsibilities: The responsibilities associated with managing the Telebriefings program include canvassing for topics/participants, maintaining/posting an internal calendar, posting upcoming Telebriefings on idc.com, writing/reviewing the invitations, sending out the invitations, and hosting 1-2 Telebriefings each week. Responsibilities associated with managing and fulfilling the incoming requests from clients to use IDC content in their external marketing materials include checking the requested content for accuracy and conformation to our guidelines, obtaining approval from the appropriate parties, and logging each request into Juggernaut. There is a very high volume of requests daily. Additional responsibilities for the Marketing Specialist include backing up our PR manager, taking incoming press requests, providing a quarterly update of websites that are linking to idc.com, and providing general marketing/marketing communications support. Requirements: The successful individual will have strong communications (writing and speaking) skills to ensure meaningful interaction with both analysts and clients, as well as an ability to think critically and independently to successfully navigate client requests through the permissions process. A clear speaking voice is also needed for the telebriefings. Candidates should be courteous and energetic, calm and composed under pressure. We are looking for someone who is customer-service focused, willing and able to manage and champion a product, able to think independently and to present facts and figures clearly and concisely. General IT industry knowledge is required. Familiarity with IDC is preferred. A bachelor's degree as well as 3-5 years of industry experience is desired.
Location: Framingham, MA
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Regional Account Manager (IFW)
InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the New York, Mid-Atlantic and Southeast markets. Core responsibilities include creating and developing new accounts and growing existing accounts by aggressively selling all of InfoWorld's print, on-line and event sponsorship product offerings. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers. Please include cover letter and salary requirements, and reference 'IFW NY Regional Account Manager' in the subject line when applying. ***Location: New York, NY***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Research Director, Life Science Insights (LSI)
Life Science Insights ("LSI"), an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Director of Research to co-manage and coordinate the development of the research practice and lead new areas. Specifically the Director of Research will be responsible for creating a new offering for LSI comprised of executive councils for senior executives in both IT and in the lines of business. It is envisioned that these will start with a focus on R&D IT executives, but will grow to include other areas of business such as Clinical Development or Sales & Marketing. The councils are founded on a peer-to-peer networking model with directed research on selected topics supporting the council meetings and discussion. These councils will be also be one of the main drivers of LSI's research agenda. The Research Director will be responsible for defining and developing these councils, working with the LSI team in enrolling members, managing the councils, directing and managing research for the councils, and providing direction for LSI's other research and consulting activities and projects based on the council inputs. The Research Director will report to the COO/Managing Director of LSI and will be responsible for working with the COO to define and lead the research agenda. S/he will initially have "dotted line" responsibility for any resources needed to accomplish his/her responsibilities. As these develop and full-time work efforts are required, full-time staff with direct reporting responsibility may be assigned. Candidates should have 8-10 years of professional experience, possess an MBA and preferably a PhD, be a creative and strategic thinker with broad management experience who can turn plans and ideas into actionable programs. Experience working in an entrepreneurial environment and knowledge of the Life Science, biotech, pharmaceutical and IT industries is highly desirable. Successful candidates will have strong analytical skills, as well as an outstanding oral, written and presentation skills. Although this position is based in IDC's Framingham, MA office, location in other offices will be supported with travel as required. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

IDG

Current Jobs, Week of March 7, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Edit	Associate Managing Editor	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Edit	Senior Reporter	San Francisco CA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Intern	Media Analyst - Intern	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Director	Framingham MA or Param	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales/Account Manager, IT Leadership Council	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
CXO Media						
	Cust Pub	Client Relations/Project Manager, Custom Publishing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Cust Serv	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Copy Editor	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Events	Client Relations/Sales Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Director of Marketing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	General	Program Director, Pharmaceuticals (CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Mktg	Marketing Communications Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Mktg	Senior Marketing Communications Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Intern, Online Production	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Research	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Online Account Executive	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Regional Sales Manager	San Francisco CA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Bus Dev	Director of Business Development	San Francisco CA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Bookkeeper	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	HR	Payroll Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	IS	Lotus Domino Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Entertainment						
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Travel						
	Travel	Travel Agent, VIP/Group	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Ventures						
	Admin	Executive Assistant	Boston MA	Anna DiMaria	adimaria@idgventures.com	617-534-1218
InfoWorld						
	Ad Sales	Eastern Online Regional Sales Manager	Paramus NJ	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Ad Sales	Regional Account Manager	New York NY	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Ad Sales	Western Online Regional Sales Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Admin	Sales Assistant	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Exec Progs	Director, CTO Executive Council	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Software Engineer	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	HR	Director of Human Resources	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Inside Sales Representative	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Assistant	Devon PA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
WEC						
	Events	Project Manager	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDC						
	Mktg	Marketing Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Learning Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Healthcare Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, CMO Advisory Research	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Moblie and WiFi Infrastructure	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Mobile Phone Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Personal Computing	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Quantitative Research	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Document Solutions	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Software and Hardware Support Servic	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Senior Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Worldwide Quarterly PC Tracker	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sr. Account Executive, Global Enterprise Accounts, East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Help Desk Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Sr. Research Analyst, Banking and IT Opportunities	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Research	Research Director, Life Science Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Life Science Tools and Technology,	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Supply Chain Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Manufacturing and Energy Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Client Service Representative, Forums	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

meet your colleague

PCtipp keeps growing with Sonja Wunsch at the helm

There may not have been too many bright spots in the European IT publishing arena in 2004, but one shining example was IDG Switzerland's *PCtipp*. Led by Editor-in-Chief **Sonja Wunsch** — a "hero" in the eyes of Managing Director **Gebhard Osterwalder** — *PCtipp* had year-on-year increases in readership (close to 15%), revenues (6%), profits (5%) and sold circulation (3%). Profit margin was at 16%. "Sonja really had an outstanding year in a tough environment, but I think her most important achievement is the integration of the Web and print business," he said.

"*PCtipp* can't afford to put an expensive CD-ROM on the cover, so we use the Web site instead," Wunsch explained. "Every article is connected to the Web: related freeware tools, background reading, hyperlink listings. All this online material is easy to find for our readers through simple Webcodes within the articles. Going in the other direction —from online to print — we politely ask people to subscribe when they try to access the most popular content on our Web site. This simple approach boosted online subscription sales last year by 30%."

PCtipp relaunched in April 1997 with 800 subscribers and now has 57,000 subscribers and 12,000 sold copies on the newsstand.

Downloads constitute the most-accessed content, with news stories and archived articles quickly closing the gap. For the moment the site is open to all, but the staff is planning to offer some sort of online subscription with the debut of a more sophisticated customer management system.

In terms of boosting circulation, Wunsch said her main strategy is to "write the stories that readers expect you to write." *PCtipp*'s subtitle is "the Swiss PC magazine everybody understands." She said her team strives to add a lot of service and usefulness to stories, address a broad audience with marketing promotions and hit a price point that is perceived as a good value. Focusing on issues specific to the Swiss PC market is also critical to distinguish *PCtipp* from the many PC titles in the market from neighboring Germany.

Wunsch

PCtipp's mighty contribution to IDG Switzerland's bottom line is all the more remarkable considering Wunsch resurrected it from near death. When she joined IDG in 1996 as the news editor/copy editor for *PCtipp*, the publication was then a supplement within a major Swiss daily. When the deal between IDG and the paper ended later that year, it looked like the end of *PCtipp*, as well. Wunsch convinced Osterwalder that IDG should keep it going and be the sole publisher because it was such a strong brand. *PCtipp* relaunched in April 1997 with 800 subscribers and now has 57,000 subscribers and 12,000 sold copies on the newsstand. For the past six years, it's been the biggest PC magazine in Switzerland. Almost 8% of the country's German-speaking population reads *PCtipp*.

Originally from Munich, Germany, Wunsch came to Switzerland right after university to work for Apple Computer. She remembers meeting IDG CEO **Pat Kenealy** at a Macworld exhibition in Boston during that period — "without ever guessing he would someday be my boss!" Outside the office, she enjoys hiking in the mountains, biking, sewing clothes and cooking for friends.

Write to sonja.wunsch@pctipp.ch. WU

Meet more colleagues

Who is one of the Netherlands' top-ranked pool players? Which IDC VP drives race cars? Go to the Meet Your Colleague section on the home page of IDG Central to read about other employees who have been previously featured.

Broadening measurement metrics

According to IDC, the top three metrics that marketers most typically report to the CEO are lead generation, PR performance and brand awareness. IDC VP/CMO Advisory Service **Rich Vancil**, who chaired IDC's recent marketing measurement conference, told attendees that those measurement metrics are relatively narrow, and that marketers' accountability should include more significant and comprehensive measures.

These include metrics for operations performance (marketing/budget ratio, marketing investment change, program-to-people ration and awareness-demand ratio) and metrics for execution performance (measuring integrated campaign effectiveness and how demand generation investment yields leads for sales).

CMO

continued from page 1

lowed me to pursue similar high-level people outside the tech sphere."

Gold sponsors SAP and Biz360 also provided speakers; and the *Financial Times* were also sponsors. Other corporate supporters included the Business Marketing Association and the Information Technology Services Marketing Association (both Association Partners) and five Media Partners that included *CMO* magazine and *The Wall Street Journal*.

In addition to Vancil, other IDG participants included CMO Advisory's **Michael Gerard** and IDC's **Robert Blumstein**, who each moderated panel discussions, and *CMO* magazine Editor-in-chief **Rob O'Regan**.

The group is considering holding the event annually and also exploring more frequent, smaller, tactical events that focus more on topics such as implementing performance measurements, Vancil said.

A 10-page summary of the conference is available. For more information, contact CMO Advisory Service Marketing Programs Director ***Louise Revers*** *at lrevers@idc.com.* WU

noteworthy people

Promotions

The CXO Media Executive Staff recently announced several promotions. Excerpts from the announcement appear below.

IDG WORLD UPDATE
Henderson

CXO Media Senior Copy Editor **Emily Henderson** has been promoted to copy chief. "Emily has performed as interim copy chief since early 2004. She has hired and trained a completely new staff during a time when CXO was booming with new magazines, additional Web content and extra issues. Never one to shy away from a busy day — whether she's shipping two magazines in one week or shuffling three magazines' worth of content — Emily has managed to grow the copy editors and herself into a highly competent, dedicated staff. Emily is also a recent recipient of the President's Award." *ehenderson@cxo.com*

CXO Media Senior Customer Service Coordinator **Sarah Yee** has been promoted to event planner. "Sarah has been a key player in the Executive Policy [EP] team since her arrival two years ago. She is the key manager of our new Web-based, registration initiatives and the primary liaison with the Council regarding member relations and registrations for their meetings as well as the EP conferences. While Sarah has already taken on many meeting planning responsibilities, with this promotion she will have full-charge event planning responsibilities. Sarah is also a recent recipient of the President's Award." *syee@cxo.com*

InfoWorld Western Regional Sales Manager **Kate Hobbie** has been promoted to national online sales director. "During Kate's three years with InfoWorld she has shown an incredible drive and passion in representing the InfoWorld interactive product offering," said **Hal Mentlik**, national sales director. "She has helped develop a number of unique sales programs and ideas specific to lead generation that have helped put InfoWorld.com in a strong position for future revenue growth. In addition, she has shown a strong ability to work closely with our sister sites in developing pan-IDG programs that include highly creative sales opportunities that have helped maximize her clients' online budgets with InfoWorld as well as with IDG. She is a true team player!" *kate_hobbie@infoworld.com*

PC World has promoted Sales Associate **Angela Beaudoin** to business projects coordinator. "Angela has been working with Marketing and Research, in addition to supporting Publisher **Bob Ostrow** and me," said Associate Publisher **Michael Carroll**. "In her new role she will continue to support Bob and me but will also have a formal role in Marketing and Research and with helping the online assistants. She will also continue to be as supportive as possible to everyone who needs her expertise with presentations." *angela_beaudoin@pcworld.com*

New employees

Previously Asia editor for *The Christian Science Monitor*, **Samar Farah** is now feature writer for *CMO* magazine. She earned a B.A. in political philosophy from Georgetown University in Washington, D.C., and enjoys cooking and refinishing furniture. A fiction writer, she recently attended the Bread Loaf Fiction Writers' Conference at Vermont's Middlebury College. *sfarah@cxo.com*

Snider

Senior Account Executive **Michael Snider** comes to IDC's Energy Insights company from his role as director of sales and marketing at IAC SecureTouch. He holds a B.A. in Spanish translation and interpretation from Brigham Young University in Provo, Utah. Away from the office his life revolves around his family, politics and music. Last year he self-published a book that examines the parallels between religion and politics entitled *Our Title of Liberty: Latter Day Politics for Latter-day Saints.* *msnider@energy-insights.com*

Christina Yuen joins IDC Hong Kong's Asia/Pacific Storage group as a market analyst, coming from Hong Kong Airport Services, Ltd. where she was operations planning executive and consulted on service enhancement, productivity improvement, resources planning and cost control. She holds a B.S. in computational mathematics and operations research and an M.Phil. in operations research from the University of Hong Kong and enjoys playing badminton and watching movies. *cyuen@idc.com*

MICHELE NELSON
Pinckard

IDG Entertainment has hired freelance writer and consultant **Jane Pinckard** as an assistant editor. A graduate of the University of California/Berkeley, she holds a B.A. in history and enjoys music, films and knitting. *jpinckard@gamepro.com*

Campaign Executive **Mindy Droogan** comes to IDG List Services from her role as implementation consultant with Workscape, Inc. in Framingham. She studied accounting at Fisher College and enjoys games, crafts and taking black-and-white photos of her two children. *mdroogan@idglist.com*

Previously a program manager with Sales Buzzard, a small consulting firm, **Craig Sullivan** is now an account executive with IDG List Services. He earned a B.S. in business management and a B.A. in psychology from the University of Massachusetts/Lowell and enjoys snowboarding and hiking. *csullivan@idglist.com*

Ari Amanatidis is IDC Framingham's new Web designer. He was previously a Web design and development consultant with The Creative Group. After attending the American College of Thessaloniki in Greece, he completed his music industry B.A. at Boston's Northeastern University. He enjoys snowboarding and attending concerts and sporting events. *aamanatidis@idc.com*

Transfers

PETER SHORT
James

Shellie James moves from her role as director, Marketing and Audience Development, with CXO Media's Executive Programs to IDC Framingham where she is now director, Marketing Programs, in charge of launching marketing programs for IDC's Insights companies. She holds a B.A. in international studies and French from the State University of New York/Plattsburgh and a M.A. in French literature from Bowling Green (Ohio) State University. A mother of two, she is also a classically trained flutist, a voiceover artist, Sunday school teacher and voracious reader of fantasy and science fiction. *sjames@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Diane Martin *CXO Media*

26
Walter Schöberger *IDG Germany*

25
John Dix *Network World*

24
Karen Weston *IDC*

18
Eleni Brisbois *Network World*
Mark Sullivan *IDC*

17
Clare Gillan *IDC*
Peggy Watt *PC World*

16
Terri Schafer *IDC*

15
Cheryl Asselin *CXO Media*

13
Elizabeth McPherson *IDC*
Jimmy Yu *IDG Singapore*

12
Marie Söderqvist *IDG Sweden*
Naohito Kato *IDG Japan*
Elana Varon *CXO Media*

11
Gisela Wilson *IDC*
Jennifer Koppy *IDC*

10
Andreas Bergsman *IDG Sweden*
Elaine Cummings *CXO Media*
Richard Dean *IDC*
Natalie Eisner *IDC*

9
Eric Knorr *InfoWorld*
Ephraim Schwartz *InfoWorld*
Karen Fogerty *CXO Media*
Tom Field *CXO Media*
Kathy LaPorte *IDC*

8
Cort Isernhagen *IDC*
Carl Olofson *IDC*
Sandra Rogers *IDC*
Dennis Byron *IDC*
Nicole Comiskey *IDC*
Nobuo Iehara *IDG Japan*

7
Ian Sharp *IDG Australia*
Pierre Granier *PC World*
Mikael Ricknäs *IDG Sweden*
Wayne Hetherington *IDC*
Sarah Osborne *IDG Global Solutions U.K.*
Masao Ishii *IDG Japan*
Kathy Power *CXO Media*
Beth Ramistella *CXO Media*
Anne Stuart *CXO Media*
Bronwen Cleary *IDC*

6
Lisa Hess *IDG Entertainment*
Nicole Glatz *IDG Germany*
Jessica Wennberg *IDG Sweden*
Paul Mouradian *IDC*
Charlotte Andersen *IDG Denmark*
Weili Su *IDC*

5
Manuela Wittenhagen *IDG Germany*
Julie Dominguez *IDG Australia*
Jon Dowling *IDG Australia*
Ric Hudson *IDG Australia*
Maria Nilsson *IDG Sweden*
Jon Röhne *IDG Sweden*
Toshio Tawara *IDG Japan*
Rhonda Goodman *CXO Media*
Sarah Scalet *CXO Media*
Bob Reagan *CXO Media*
Shaw Lively *CXO Media*
Mary Wooldridge *CXO Media*
Cynthia Mollus *CXO Media*
Torr Lewis *IDC*
Mary Davis *IDC*
Donald Jin *IDC*
Jennifer Gallo *IDC*
John Humphreys *IDC*
Dave Reinsel *IDC*
Monique Gibelli *IDC*
Cynthia Seavey *IDC*
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*

4
Zachary Sullivan *Network World*
Birgitte Henriksen *IDG Denmark*
Andrew Haney *CXO Media*
Bob Melk *CXO Media*
Ann Marie Demers *IDC*
James McNamara *IDC*
Kimberly Tulman *IDC*
Julie Marobella *IDC*
Kirk Mitchner *IDC*
Keith Therrien *IDC*
Ruthbea Yesner *IDC*

3
Dora Yang *IDG China*
Francesco Falone *IDG Switzerland*

2
Timothy Ng *IDG Entertainment*
Vivian Cao *IDG China*
Elizabeth Lindquist *IDC*
Marc Laporte *IDC France*
Carol Wong *IDG Malaysia*
Daniel Sullivan *Digit*
Anne Stevenson *IDC*
Daniel Boehmke *IDC*

1
Eugene Yu *IDG China*
Tracy Tian *IDG China*
Jan Westermark *IDG Sweden*
Mary Dean *IDC*
Noopur Goel *IDC Singapore*
Eiko Iomori *IDG Japan*
Claudia Laudissi *IDG Brazil*
Elisabete Ribeiro *IDG Brazil*
Greg Szumowski *CXO Media*
Jennifer Riley *CXO Media*
Al Sacco *CXO Media*
Hwasun Lee Garin *IDC*
Todd White *IDC*
Efrain Lopez *IDC*
Barry Mason *IDC*
Jason Cunliffe *IDC*
Daniel O'Connor *IDC*
Joan Jolley *IDC*
Rajeev Pattni *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Information & Cyber Security Series
An InfoWorld and AIT event
March 15
The Westin Waltham
Waltham, Mass.
www.aitglobal.com/newevents/details/nov162005.html

IDC Directions 2005
"Blueprint for the Next Decade"
March 16
Hynes Convention Center
Boston
www.idc.com/directions05/boston

Information & Cyber Security Series
An InfoWorld and AIT event
March 23
Madison Square Garden
New York
www.aitglobal.com/newevents/details/nov162005.html

IDC Directions 2005
"Blueprint for the Next Decade"
March 23
San Jose Convention Center
San Jose, Calif.
www.idc.com/directions05/sanjose

IDG Management Excellence Program
March 30-April 1
Babson College
Wellesley, Mass.
Contact: Laurie Butson
laurie_butson@idg.com

CIO Perspectives: Balancing the Art & Science of Security
April 10-12
Hyatt Regency
Huntington Beach, Calif.
www.csoonline.com

Computerworld's Storage Networking World
April 12-15
JW Marriott Desert Ridge Resort
Phoenix
www.snwusa.com
ann_harris@computerworld.com

IDG U.S. Managers Meeting
April 25-26
Boston
Contact: Carole Dean
carole_dean@idg.com

SOA Executive Forum
(Service-oriented architecture)
May 5
Fairmont Hotel
San Jose, Calif.
www.infoworld.com/SOAforum

CIO Leadership Conference and "Ones to Watch" Awards
May 9-11
The Charles Hotel
Cambridge, Mass.
www.cio.com/conferences/home.html?ID=261

celebrating 10!

Name
Fredrik Bernsel

Home
Stockholm, Sweden

Joined IDG
November 1994 as news editor of *PC World*.

Career path
Editor-in-chief, *PC World*; *Editor-in-chief*, *Natverk & Kommunikation*; Editor-in-chief, *Natverk & Kommunikation* and *Sakerhet & Sekretess*; Editor-in-chief, *Natverk & Kommunikation*, *Sakerhet & Sekretess* and *Biotech Sweden*.

Current job
As editor-in-chief of *Natverk & Kommunikation*, *Sakerhet & Sekretess*, and *Biotech Sweden* I am responsible for product, staff and P/L for three great magazines!

Most challenging part of your job
Make the highest quality magazine, always adjusting to readers' needs.

Best part of your job
The variety and the responsibility and the opportunity to learn about so many interesting things every week.

Latest accomplishment
Got accepted at INSEAD (part-time M.B.A. studies).

Career highlight
Launch of *Biotech Sweden*.

Memorable moment at work
When I asked Bill Gates for an autograph on his own mug shot...didn't get it!

I joined IDG because
I liked the combination of technology and writing.

What's kept you at IDG for 10 years?
All new challenges and the fact that IDG is a wonderful company to work for.

If you could change one thing about IDG, what would it be?
Closer co-operation with IDC would be nice.

Best piece of advice you've ever received?
Put as much effort as you possibly can into employing the right people.

Interests outside the office
Sailing, diving, reading, climbing.

Family
My wife, Laura Silva Bernsel.

PAR RITTSEL

*IDG Sweden's **Fredrik Bernsel** (r) joins IDG Chairman **Pat McGovern** for a lunch honoring his 10 years of service to the company.*

Of what accomplishment at work are you most proud?
To have been able to assemble a great editorial team for the magazines.

What's your favorite thing on your desk?
My IBM Thinkpad X31.

Favorite way to work off stress?
Sailing in calm wind.

Dream destination
Seychelle Islands

Fantasy job
Editor-in-chief, *The New York Times*

Your idea of a perfect day?
Sipping on a glass of wine with my wife in southern Europe.

What disc is in your CD player right now?
Something by Bach.

Favorite movie of all time?
The Belly of an Architect by Peter Greenaway.

Manager's profile
"Fredrik is one of our top publishing professionals and is in charge of three publications: *Natverk & Kommunikation*, *Sakerhet & Sekretess* and *Biotech Sweden*. On top of that, he is always pestering me with good business ideas that I wish were mine. He is one of the backbones of IDG Sweden!"

— Bengt Marnfeldt, general manager, IDG Sweden

Have *World Update* delivered to your e-mail box via PDF

IDG employees can request *IDG World Update* in a low-res PDF file via e-mail. To sign up for this service, send an e-mail to world_update@idg.com and be sure to include your name, business unit and email address.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Howie Sholkin *IDG Corporate Communications*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG World Expo offers employees Syndicate discount

New conference to focus on trends in online media syndication

IDG World Expo is launching a new conference focused on the brave new world of online media syndication and offering IDG employees a steeply discounted registration rate. The inaugural conference, Syndicate — the premier event for content syndication trends, will take place in New York, May 17-18, and is being produced with content partner FuelDog.

Syndicate™ The Premier Event for Content Syndication Trends.

Themed "RSS: Risk, Reward & Revolution," this executive-level conference aims to bring together traditional and independent publishers, major media/news organizations, content owners and producers, corporate marketers, new media executives, advertisers and PR professionals with innovative Web services, software and technology companies. The program will feature case studies that will offer real-world ideas and solutions for how syndication technologies such as RSS, Atom, podcasting, blogging and others are fundamentally changing business and revenue models, and how to reach customers.

Shelley Ballarino, IDG World Expo's event director for Syndicate said, "For publishers and content owners, the new tools of syndication are changing a marketplace with billions of advertising dollars at stake. The impressive lineup of speakers from the Associated Press, Yahoo!, CNN.com, Washingtonpost, Newsweek Interactive, Reuters, The New York Times, Billboard, MSN, Hearst Newspapers, Sun Microsystems, IDG, ZDNet and many more will explain how publishers can take advantage of this new technology and how marketers can get even closer to their target audience."

continued on page 7

The IDG employee survey is here!

The annual IDG Employee Opinion Survey has been distributed to all U.S. employees via e-mail. Be sure to send in your response by March 29. For more details, contact your Human Resources representative.

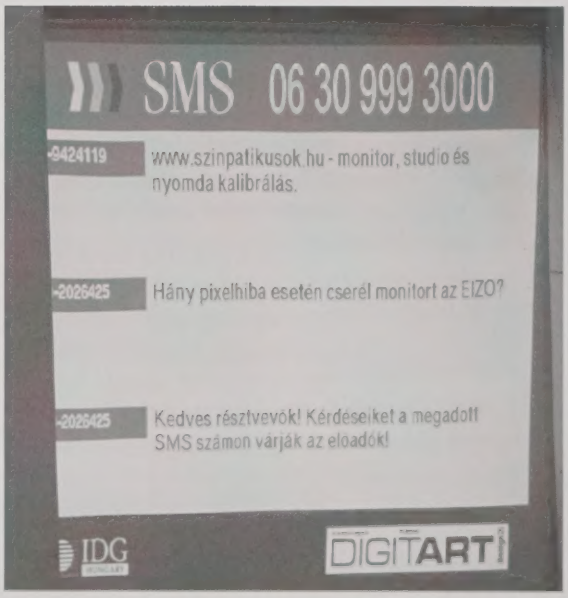
SMS lends new twist to IDG Hungary conferences

Attendees at IDG Hungary's conferences aren't asked to shut off their cell phones during the presentation. They're encouraged to use them as an innovative means of communicating with the speaker.

Since December, IDG Hungary has used SMS (short message service) technology during its conference programs. Attendees send a question or comment after viewing a local mobile number that is projected onto a screen at the front of the room. A type of cell phone developed for this conference-based use — essentially a black box — fitted with an SIM card receives the text messages and is connected to a PC. The PC is connected to a projector, and the incoming message is transferred onto the big screen or wall for everyone to see.

So far the "the SMS Wall," as IDG Hungary calls it, has been universally well received. "Before SMS, our staff members needed to carry a microphone between the rows to those with questions," said

continued on page 5



Attendees during a DigitArt conference last month viewed the local mobile number (top) on the screen at the front of the room and sent these three comments and questions to the speaker during the presentation.

in brief newsworthy

Growth indicators stay strong for *CIO Germany*'s Strategy Days event

(L-R): CIO Bayer AG Adreas Resch, CIO Editor-in-chief ***Horst Ellerman*** *and moderator Heinrich Seeger, a former CIO editor-in-chief, onstage during one of the panel discussions.*

CIO Germany and Hamburg, Germany's second-largest city, are in the third year of a partnership that has made the CIO-Hamburg IT Strategy Congress a must-attend event for an increasing number of C-level executives.

Last month 640 representatives from the German and Swiss IT industries, major corporations and academia gathered for two days to talk about best practices and future IT trends while taking advantage networking opportunities. The conference theme, "Consolidate, centralize and generate steady success," covered topics such as adaptive SAP-outsourcing and how to improve agility in a complex global enterprise.

The format included a mix of large-group presentations and small-scale workshops featuring prominent speakers including the CIOs of Bayer AG, Adidas-Salomon and Dephi Corp. Seventeen sponsors signed on — an all-time high — with 13 of them staffing an exhibit area during the breaks.

CIO Germany's Web site, www.cio.de, provided extensive coverage. Two editors sat in on all the presentations, wrote summaries of each and sent photos back to the Munich office so readers could see the results online less than an hour after each speech.

Through the involvement of Hamburg@work, an alliance of media, IT and telecommunications companies that seeks to strengthen Hamburg's image as a major IT city, conference fees were again relatively low at 298 Euro (US$360) for both days. Hamburg Mayor Ole von Beust spoke at the event's opening session.

Contact Project Coordinator ***Jonas Triebel*** *at jtriebel@cio.de.* WU

Receive *World Update* via e-mail

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to world_update@idg.com and include your name, business unit and e-mail address.

IDC ranks among top market research growth companies

IDC collected some industry kudos last month from Outsell, an information-industry research and advisory firm. The Burlingame, Calif.-based company ranked IDC in the top eight market research growth companies for 2004 with a growth rate of 11%.

"This listing is for all market research companies, not just IT market research companies," said IDC President and CEO **Kirk Campbell.** "It's nice to get third-party validation as one of the fastest growing market research firms. This is definitely something we'll be telling people."

"It's fairly easy for an information company to declare that it is pursuing a vertical strategy by going after industries with its product offerings. All too often, those strategies are simply code names for sales channel strategies," said Louise Garnett, Outsell VP and lead analyst. She said IDC presents "a refreshing example of an exception that proves the rule," noting that IDC is increasing its vertical offerings in its Insights series, including the manufacturing, energy and government sectors, with investments in new research, data and analysis for those industries. "The investments aren't just a new sales and marketing strategy," Garnett said. "This is new data and deep content specific to vertical markets." WU

Latest publication profit margin report is available on IDG Central

Each month *IDG World Update* publishes the names of the publications with the highest profit margins in seven of the company's global product lines For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. Below is the list for January.

CW/IW publications
1. *Computerworld Malaysia*
2. *China Computerworld*
3. *Computerworld Bulgaria*
4. *Computerworld Danmark*
5. *Computer Sweden*

PC World publications
1. *PC Tipp* (Switzerland)
2. *PC World Bulgaria*
3. *PC for Alla* (Sweden)
4. *PC Welt* (Germany)
5. *PC World Poland*

Games publications
1. *GamePro* (Germany)
2. *GameStar* (Germany)
3. *GameStar* (Hungary)
4. *PC Zone* (Netherlands)
5. *GameStar* (Czech Republic)

CIO publications
1. *CIO Singapore*
2. *CEO & CIO* (China)
3. *CIO Japan*
4. *CIO New Zealand*
5. *CIO France*

Networking publications
1. *Networld* (Poland)
2. *Nettverk & Kommunikation* (Norway)
3. *Comunicaciones World* (Spain)
4. *Network World* (Japan)
5. *Reseaux & Telecoms* (France)

Reseller publications
1. *China Computer Partner World*
2. *Dealer World* (Spain)
3. *IT-Branschen* (Sweden)
4. *IT-Bransjen* (Norway)
5. *New Zealand Reseller News*

Macworld publications
1. *MacWorld* (Sweden)
2. *Macworld Espana* (Spain)
3. *Macwelt* (Germany)
4. *Macworld* (U.S.)
5. *Macworld* (U.K.)
6. *Macworld Italia*

one on one the interview

Ulla McGee
PCWorld.com's general manager is this week's guest columnist. Reach her at ulla_mcgee@pcworld.com.

PC World Online at-a-glance

Year launched PC World established its first online presence in 1995

Number of employees focused solely on PCWorld.com About 30

Percent of PC World Communications' revenues deriving from online in FY04 18%

Average monthly page views in 2004 27 million

Unique visitors per month in 2004 (as measured by Hitbox Enterprise) 4.3 million

Three most-visited site sections in 2004 Downloads, Reviews, Productfinder

Q How has your IDG career unfolded so far?

A I started working for PC World Communications in 1995, working as a management associate for **Pat Kenealy** (who was then PC World's CEO) on a one-year assignment. In 1996, I became part of a team that worked on a PC World Communication's startup called *The Web* magazine. I transferred to PC World Online in 1997, working as licensing manager, then business and legal affairs manager, and finally business development director. In 1999, when PC World Online was re-integrated with the *PC World* magazine organization, I became the Web site's general manager.

Q What do you think are the most important ways to measure a Web site's performance? What are you doing to better measure PCWorld.com's performance?

A Different departments in the organization measure different variables. For example, PCWorld.com Editor **Bud McLeod** and his team of online editors have established page view expectations for articles as they post them on different sections of the site. CTO **Mary Zones** and her tech team measure page load times and site availability. Newsletter Manager **Michael England** measures e-mail open rates and click throughs by newsletter. Senior Marketing Manager **Rafael Sosa** measures the number of visits generated to the site by each of his marketing campaigns, the page views per visit, and the resulting revenue generated by his efforts.

The trick is to figure out what numbers are most helpful for what team to do its job the best — and then to make sure that these numbers are as timely, as easily accessible, and as accurate as possible. We found that it is best when the project owners can draw the numbers they need on their own, whenever they need to. Relying on someone else to generate reports doesn't allow for real-time responses, or for those "accidental revelations" that happen while you are playing around with the reporting tool after dinner.

Q What steps are you taking to boost PCW.com's ranking in search engine results?

A Search engines have become an increasingly important source of traffic for us. In 2002, roughly 30% of traffic was referred to PCWorld.com by search engines. Today, that percentage is around 60%. This increase shows how popular the use of search engines has become and how much we have improved in making our site search engine friendly. How high your pages show up on search results is by and large the result of three factors: First, how often do your relevant pages mention a particular keyword and its related keywords? Second, how closely related are the meta tags (the page descriptions that are not visible to the user but noted by search engine crawlers) to the search keyword? Third, how respected are your relevant pages by other respectable web sites, as measured by the number of links to you?

At the end of last year, we identified the 50 keywords that were most relevant to our site and most searched for on the major search engines. We then hired search engine experts to recommend to us meta tags as well as specific content pieces (such as introductory paragraphs) that would boost the crawlers' evaluation of our site with regards to those keywords. We have not yet implemented all of the recommendations, but we are running quarterly benchmarking reports and have already seen some improvement in where we show up on the relevant search result pages. Also, we have stepped up our efforts to get other respected sites to link to us. For example, we have started a link exchange program with third-party sites, and Product Development Manager **Bruce McCurdy** and Audience Development Coordinator **Brian Witchel** have described the importance of the IDG Footer links in an earlier issue of *IDG World Update* [Feb. 26, 2005].

The other important question is, of course, what we offer to these search-engine-referred visitors once they arrive. We have to offer these visitors the content they were looking for and entice them to click further into the site. As magazine people, we tend to think of our site as a hub and spoke model, where people come in through the home page and then branch out from there. Accordingly, we think long and hard about our home page, making sure it is designed to whet visitors' appetites for more. But unlike our magazine cover, our home page receives only 19% of all the entry links to the site. With 81% of our visitors coming in through a wide variety of other pages, every page on our site needs to be considered a "home" or entry page.

Q Talk a little bit about content syndication. Why is it important, what are you doing in that arena, and which partnerships have been most effective for PCWorld.com?

A We have content licensing deals with most of the major portals (Yahoo, MSN, About.com, AOL, etc.) and are always adding new sites to the list. Every

continued on page 7

IDC's telecom analysts turn out in force for 3GSM World

For the second year in a row, IDC EMEA made its presence known at the annual 3GSM World Conference last month in Cannes, France. 3GSM bills itself as "the global meeting place for the wireless industry" and attracts over 28,000 telecommunications players from more than 173 countries.

IDC's telecom analysts went to the four-day event not only to meet with current and prospective clients and raise IDC's brand awareness but also to act as speakers and panelists.

Among those rushing from the IDC stand to speaking opportunities and client meetings were Research Director, European Wireless and Mobile Communications **Lars Vestergaard**; Senior Research Analyst, European Wireless and Mobile Communications **Rosie Secchi**; Senior Research Analyst, European Wireless and Mobile Communications **Paolo Pescatore**; Program Manager, Mobile Devices **Andrew Brown**; European Mobile Devices Analyst **Geoff Blaber** (all IDC Europe); Program Manager, Telecommunications Services Group **John Gole**; Analyst **Kresimir Alic** and Program and Consulting Manager **Mohsen Malaki** (IDC CEMA) and Research Director, Wireless & Mobile Network Infrastructure **Shiv Bakshi** Ph.D.(IDC U.S.). Staffing the IDC booth were EMEA Marketing Manager **Alexia O'Sullivan** and Senior Marketing Specialist **Mathew Heath**.

Representing IDC's sales force were IDC EMEA Associate VP **Sylvie Merkling** and Global Account Manager **Jessica Borgudd**; IDC Group VP Sales and Marketing EMEA **Keith Henry** and IDC U.S. Sales Director **John Greco** met with various telecom clients.

TERRY CUMMIMGS

*Participants at the Cannes event from IDC U.K. included (l-r) IDC EMEA Marketing Manager **Alexia O'Sullivan**; Senior Marketing Specialist **Mathew Heath**; Senior Research Analyst, European Wireless and Mobile Communications **Paolo Pescatore**; Research Manager, European Wireless and Mobile Communications **Lars Vestergaard**; Senior Research Analyst, European Wireless and Mobile Communications **Rosie Secchi**; and European Mobile Devices Analyst **Geoff Blaber.***

"We distributed a lot of business cards, fact sheets, overviews, conference marketing collateral and analyst viewpoint documents," Heath said. "We are currently working through the leads we got and will look at all the business we get through this channel before deciding whether to invest in a stand next year when 3GSM moves to Barcelona." Heath added that most people who came to their booth already knew IDC. "Some, including Intel, came by just to say hi and thanks for the work we were doing with them."

Contact Mathew Heath at mheath@idc.com. WU

Coming up

More IDG events listed in chronological order in the Events section of www.idgcentral.com.

Information & Cyber Security Series
An InfoWorld and AIT event
March 23
New York
www.aitglobal.com/newevents/details/nov162005.html

IDC Directions 2005
March 23
San Jose, Calif.
www.idc.com/directions05/sanjose

IDG Management Excellence Program
March 30-April 1
Wellesley, Mass.
Contact: Laurie Butson
laurie_butson@idg.com

CIO Perspectives: Balancing the Art & Science of Security
April 10-12
Huntington Beach, Calif.
www.csoonline.com

Computerworld's Storage Networking World
April 12-15
www.snwusa.com
ann_harris@computerworld.com

Grid Computing World China
April 21
An IDG World Expo China event
Beijing
www.idgevents.com.cn/grid

IDG U.S. Managers Meeting
April 25-26
Boston
Contact: Carole Dean
carole_dean@idg.com

Telecoms Conference
April 28
An IDC Denmark event
Copenhagen
www.idc.com/emea/events

SOA Executive Forum
(Service-oriented architecture)
May 5 - San Jose, Calif.
May 17 - New York City
www.infoworld.com/SOAforum

Small eBusiness World
An IDG World Expo event
May 6-7
Rosemont, Ill.
www.smallebusinessworld.com

CIO Leadership Conference and "Ones to Watch" Awards Program
May 9-11
Cambridge, Mass.
www.cio.com/conferences/home.html?ID=261

Computerworld Mobile & Wireless World
June 13-15
Scottsdate, Ariz.
www.mwwusa.com
john_amato@computerworld.com

IDG

March 14, 2005

Receptionist (CSC)

IDG's Corporate Support Center seeks a dependable, service-oriented individual to provide reception, administration and office support services at our headquarters location in Boston. Responsibilities include greeting and directing all visitors; answering and routing all incoming calls; maintaining the telephone directory; processing incoming and outgoing facsimiles; serving as back-up support within the department; and other duties as assigned. As the first point of contact, the ideal candidate must be punctual, flexible, organized, have strong interpersonal skills, and be able to prioritize multiple tasks while remaining professional and courteous at all times. Requirements include a high school diploma or general equivalency certificate, a general understanding of common office practice and procedures, and basic computer proficiency in email and word processing. ***Location: Boston, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Design Director (CWI)

Computerworld, the award-winning weekly news magazine for information technology managers, is looking for a talented and qualified candidate to fill the position of Design Director. Along with producing excellent designs, the Design Director must be a skilled diplomat and an adept juggler! Design responsibilities include: creating bold and innovative designs, designing weekly features, news pages, special reports and covers, assigning photography and illustrations, contributing to the editing and design process by working with editors to mold content into valuable and informative packages, working outside of the editorial department to aid in maintaining brand identity. The Design Director consults with and occasionally manages projects for other departments within Computerworld, i.e. marketing, online and events. Management responsibilities include: working with editors, managing editors, and production department to create and adhere to the weekly schedule of designs, special projects and art assignments, fostering good relationships with the team of editors, writers and managing editors, managing 3 designers, maintaining relationships with photographers and illustrators, as well as rights managements issues and overseeing the art department budget. Candidates should have a Bachelor's in Fine Arts, proficiency in Quark, PhotoShop and Illustrator or FreeHand and a basic understanding of web design. Some knowledge of InDesign would be helpful, but not necessary. In addition, candidates should possess at least 10 years of design experience with at least 3 years experience art directing a publication and at least 2 years of management experience. Position is available June 1st. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Client Relations/Sales Associate (CXO)

CXO Media is looking for a high-energy, customer-focused individual to serve as the primary liaison between CXO Media's Executive Programs and our conference sponsors. Key responsibilities include interfacing with client executive team to ensure unparalleled customer service, serving as the sponsor's advocate working closely with internal departments including marketing, sales, ad placement and deadlines, web site management; and aiding sponsor in developing all hospitalities, speaking opportunities, marketing materials and other collateral. Additional responsibilities include lead generation through routine web and printed media research, and heavy agency/vendor contact to assist the sales organization. Travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, RFP's and monthly sales reports and analysis. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 3-5 years business experience. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Content Manager, CIO Executive Council (CXO)

CXO Media is seeking a Content Manager for our CIO Executive Council. This position is responsible for the development and management of a large quantity of executive level case studies, research reports, executive summaries, compilations of existing materials, and other content geared toward the senior level IT executive. Reporting to the Managing Director, the Content Manager creates concise, informative and valuable content from survey results, conference calls, meeting minutes, and interviews with Council members on specific topics. On larger projects, he/she coordinates and manages a pool of freelance writers. A creative professional, the content manager proposes new ideas for effective content and is responsible for content style, format, and website presentation. Ideal candidates have had more than eight years of editorial experience with executive level IT audiences and have specific experience in reporting, editing, and developing new ideas for editorial content. Knowledge of PowerPoint, Acrobat, and the IT industry is required. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Regional Sales Manager (CXO)

CXO Media Inc. has an exciting opportunity for an experienced Regional Sales Manager based in Framingham, MA to cover sales for our newest publication, CMO Magazine. Reporting to the Publisher, this position will be responsible for establishing an integrated advertising base for the Eastern Region. Specific responsibilities will include direct sales, developing effective sales presentations, support tools, and forging new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 5 years sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Applications Developer (IDC)

The IT group is seeking an Applications Developer who has experience with Oracle pl/sql development and has a high level of expertise in Java/JSP. This position will be used predominantly in support of IDC's Solutions Research Groups. The individual in this position will play a key role in mission-critical systems administration and development, providing new products and enhancements that drive the way the IDC's Research Groups and IDC do business. The Applications Developer will interact not only with IT staff, but also with individuals in Product Management roles in Research groups across IDC. Development areas will include both the front end of Web Applications Development and the back end Oracle pl/sql procedures. Responsibilities include: designing the database schema, building Oracle pl/sql procedures while implementing the business logic and requirements and constructing the web front end using java and JSP. The successful candidate will have at least four years of working experience with Oracle pl/sql packages and procedures, complemented with at least two years of experience with Java/Jsp. A strong knowledge of SQL in a database application development environment is required. The successful candidate will possess a bachelor's degree as well as excellent attention to detail, problem solving and communications skills. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

HR Representative (IDC)

IDC is seeking a strong individual contributor who is highly organized, flexible and decisive to work as a member of an HR team. If you are a high energy HR professional who has supported a more senior level HR professional or started to support client groups alone or in a team setting please read on. This role requires 2-5 years of HR experience with at least two years involved in generalist related activities. This person must be able to independently handle recruiting, assimilation of new hires, general payroll, benefits and customer service issues. In addition, the individual should have exposure and some experience with employee relations and performance management issues under direction of a more senior HR professional. We are seeking individuals with solid recruiting experience who are detail oriented and able to manage multiple projects at one time. The role requires a Bachelor's degree, superior written and verbal communication skills, proficiency with Microsoft Office applications and exposure to PeopleSoft. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Hardware Channels (IDC)

IDC's Hardware Channels Program is seeking a Research Manager to provide insightful guidance, analysis, and consulting about the routes to market for hardware products and services. This Research Manager will be responsible for ongoing client support and client relationship management, survey work, writing, multi-client studies and business development. S/he will work collaboratively with the Hardware Channels team primarily, but will also interface extensively with our technology hardware research areas. Externally, s/he will need to develop and maintain relationships with technology suppliers and distributors. Candidates must have prior experience in the IT channel space (5+ years) and an understanding of the key players and dynamics of this market. Candidates must also possess business insight, and be capable of absorbing information quickly and sharing concise opinions and guidance. The ideal candidate will have experience in sales, as well as in driving a business. Strong candidates will have demonstrated capabilities to building strong relationships. Excellent writing and speaking skills, strong Excel skills, and a Bachelor's degree are required. This role requires approximately 30% travel. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Telecommunications (IDC)

IDC's Telecommunications Research Group is seeking a Research Manager to cover the rapidly evolving wireless business services market. This Manager will be part of a team providing insightful research, analysis and guidance on key wireless market trends to clients. Responsibilities: This analyst will be responsible for conducting research, analysis including market sizing, and producing multiple documents on a monthly and quarterly basis to fulfill the requirements of the Wireless Business Network Services program. In particular, this analyst plays a very visible and market-leading role within the wireless industry in identifying, analyzing, and quantifying emerging wireless business market opportunities in a rapidly evolving wireless ecosystem. Client interaction and responding to complex inquiries is an integral part of this analyst role, in addition to pro-actively identifying and analyzing early-stage market trends. This analyst will be responsible for assimilating industry information, providing advice and guidance to clients, and developing relationships with industry, vendors and the media. In addition, this analyst will be required to make presentations to senior client management and regularly travel to client meetings. This analyst is expected to play a central role in developing new business opportunities, and in proactively evolving the CIS program to meet the clients' needs. Skills and experience which are critical for this position include: strong analytical skills (specifically the ability to synthesize and analyze multiple industry trends in a logical and forward-thinking manner), demonstrated ability to write clear and insightful research, experience championing multiple deliverables and deadlines, strong interpersonal skills to develop successful client, analyst and sales relationships. The ability to collaborate with other IDC wireless analysts is a critical success factor for this position. Comfort with high-profile public speaking engagements and the ability to present original forward-looking thoughts to skeptical audiences (such as client senior management) are also key skills. In addition, candidates should possess a bachelor's degree with a strong academic record, five to seven years' relevant experience, and knowledge of the telecommunications space. This position will be based in IDC's Framingham, MA or NYC office. Travel requirements are moderate and tend to be cyclical. Relocation is not available for this position. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Hardcopy Peripherals Tracker Product (IDC)

IDC's US Quarterly Hardcopy Peripherals Tracker is widely respected in the industry and has become the marketplace standard for major vendors. IDC is seeking an analyst to support the US Quarterly Hardcopy Peripherals Tracker. This analyst will work closely with the WW Quarterly Hardcopy Peripherals Tracker analysts to ensure consistency and data integrity. In addition, this analyst will drive and support business opportunities related to this product. Key responsibilities include US vendor shipment research through vendor and channel interviews, verification of the data, identification and resolution of any discrepancies with the worldwide data, and compilation, production, analysis and distribution of US data to clients. In addition to delivering this product, the analyst will be a go-to person for market data on the US hardcopy peripherals market and with produce market analysis for the Hardcopy Peripherals program for which the Tracker product provides content for analysis, consulting and day to day advisory deliverables. All product deliverables follow a quarterly deadline schedule and adherence to this is critical to program success. Another significant responsibility is an ability to develop and support business related to the tracker (new clients, custom consulting). Internally, this analyst will interact closely with the rest of the US hardcopy peripherals team. External clients include hardcopy peripheral vendors, related vendors that serve the hardcopy peripheral market, channel players and Wall Street analyst firms. We are seeking individuals with strong quantitative and qualitative analytical skills, as well as business development talent. Strong experience in Excel spreadsheets and using and creating pivot tables is sought. In addition, individuals who have experience conducting quality checks on historical and forecast data and identifying data points that diverge from the market trend for further investigation. With a large portion of this role involving interviews and client interaction, strong/effective communication and relationship building skills are required. Industry knowledge is helpful but not required.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Designer (MAC)

The Designer at Macworld will collaborate with editors and the art director to conceptualize, plan, and design sections, features, and other parts of the magazine and editorial projects. Responsibilities will include assigning and art-directing editorial illustration and photography; supervising art assignments from the concept stage through final color approval; and obtaining all art elements required for those projects. Qualified candidates must have 3+ years' experience in publication design (preferably in a monthly environment); high-level proficiency in QuarkXPress, Adobe Photoshop, Adobe Illustrator and OSX. Must have a strong sense of type and color as well as excellent attention to detail and great design skills with a strong portfolio to back them up. S/he must be very well organized and able to work as a team player in a fast paced environment, with excellent communication skills and good conceptualizing abilities. An understanding of the 4-color printing process is a must, and an understanding of (and enthusiasm for) the Mac platform is a big plus. Please include cover letter and salary requirements, and reference 'MAC Designer' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Bio-IT World exec lands role on reality TV show

Bio-IT World Vice President of Advertising **Jeffrey Hyman** never imagined his status as a divorced father of a 13-year-old-son, whose career and private life demand extremely long hours at the office and the hockey rink, would qualify him as the ideal candidate for a reality TV show. But that was before he was told about a new reality dating show that was casting for a pilot called "PossLTR." PossLTR, which is the shorthand used in personal ads to stand for "possible long-term relationship," follows mid-life men and women, who find themselves dating again after the end of a marriage, on an all-expense-paid blind date throughout the city of Boston.

"The producer was in the process of interviewing dozens of potential candidates when I sent him an e-mail describing my situation," Hyman explained. "After inviting me in for a screen test, he proceeded to interview my friends and family before deciding that I would be cast in one of three pilot episodes that were eventually filmed last April. Once they were finished filming, it took the producers almost a full year to edit the episodes, and then find a buyer for the pilot. As fate would have it, it was mine."

Immediately following the broadcast, viewers will be able to participate in a live Web forum focused on the episode they have just watched. "I think using the Web in this way to prove — or disprove — the relevancy of the show's concept as determined by the size of the audience the forum attracts is going to be an interesting experiment," Hyman said.

To create the 30-minute episode, a film crew arrived at Hyman's home, and his date's, for 15 hours one weekend day last spring. The crew filmed him leaving his house, preparing for the date, the actual date itself, which was filmed in four different locations, and then afterward in several interviews discussing how the date went.

The show will debut on Boston's WCVB-TV at 7 p.m. on March 26. To see a preview, visit www.possltr.com. WU

Events, Hungarian style

IDG Hungary has eight conferences and anywhere from four to eight other kinds of events scheduled in 2005. The conferences will cover topics such as IT project management, ERP and CRM systems to small-to-mid-sized (SME) companies, digital data archiving and security, and B2B communication solutions/mobile content development. All are organized by Events Manager **Bence Kovacs** and Marketing Assistant **Andrea Lengyel**.

The most recent event, the DigitArt Applied Technology and Art Conference last month in Budapest, drew 120 attendees and focused on prepress technologies such as desktop publishing, design and applied graphics. An exhibition area featured new technologies and other products from 21 sponsors and four media partners. IDG Hungary's DigitArt, a bimonthly magazine that launched in 2003, has a circulation of 7,000.

SMS

continued from page 1

Events Manager **Bence Kovacs**, who proposed the idea after seeing it used elsewhere. "All our presenters love it and say it gives the event a more high-tech feeling and a much higher rate of interactivity. Attendees say it gives them the possibility to compose more complex questions, since some feel shy or awkward standing up in the audience."

While most presenters turn to the SMS Wall toward the end of their talk for a question-and-answer session, some have responded to questions or comments posed during the presentation to better adapt the content to the audience's needs.

Kovacs said there is an option to check the messages before they're posted on the screen, though he hasn't yet used this feature. However, the sender's phone number is displayed next to the message as a means of discouraging — successfully so far — any inappropriate content.

According to Kovacs, the system works best when there are 40 or more attendees in the room; a smaller audience is better suited for less formal exchanges. IDG Hungary has a one-year rental for the receiving/projection hardware, which works out to be considerably less than a one-time, per-usage cost of about $500. While a Windows version for the system exists, Kovacs said the Linux-based PC came highly recommended because it was simpler to use and crash-proof.

Managing Director **Istvan Biro** said IDG Hungary, which aims to incorporate other new technologies such as handheld presentation tools into its conference programs, will promote the SMS Wall as a way to distinguish IDG conferences from the competition.

Write to Bence Kovacs at bkovacs@idg.hu. WU

SIM defined

Short for subscriber identity module, a smart card inside of a GSM cellular phone that encrypts voice and data transmissions and stores data about the specific user so that the user can be identified and authenticated to the network supplying the phone service. The SIM also stores data such as personal phone settings specific to the user and phone numbers. A SIM can be moved from one phone to another and/or different SIMs can be inserted into any GSM phone. For example, if a user has one phone but uses it for both personal and business calls, he can change the SIM depending on how he will be using the phone (one card contains his personal identity and data and the second card carries his business identity and data). *Source: www.webopedia.com*

noteworthy people

New Employees

IDC Singapore has hired **Joanne Koh** as finance executive; she will not only handle the finances of the Singapore office but will also be coordinating accounting functions for the country offices in Malaysia, Thailand, Philippines and Indonesia. Joanne was previously an account executive with Killem Pest Pte Ltd. and holds a B.S. in banking and finance from the University of London. She enjoys traveling, bowling and shopping. *jkoh@idc.com*

IDC West in San Mateo, Calif., has hired **Celeste Crystal** as a senior research analyst. She was previously a product marketing manager with Intel Corp. She holds a B.A. in history from the University of California/Santa Cruz and an M.B.A. in technology management from the University of California/Davis. *ccrystal@idg.com*

PETER SHORT

Brother

Previously marketing manager with architecture firm S/L/A/M Collaborative, **Amy Brother** joins IDC Framingham as a marketing specialist. She earned a B.S. in communications from Boston University and enjoys skiing, photography, running and the Red Sox. *abrother@idc.com*

Kane

Moving from Seattle where he both sold real estate and worked in tech support at Microsoft, **Patrick Kane** is now a user services specialist with CXO Media. He holds a B.A. in music performance (oboe) from the University of New Hampshire and enjoys music of all kinds. *pkane@cxo.com*

Network and Desktop Specialist **Jill O'Toole** comes to *Computerworld* from Accela Communications where she was senior systems administrator. She earned her Microsoft Certification from Framingham State College in 2000 and enjoys boating, swimming and time spent with her family. *jill_otoole@computerworld.com*

Cassidy Healzer is CXO Media's new editorial assistant. A recent graduate of the University of Colorado/Denver with a B.A. in English literature, she worked as an editorial intern at *Rocky Mountain Sports Magazine* doing writing, fact-checking and layout. Recently married, she enjoys reading, movies and spending time with her husband and two dogs. *chealzer@cxo.com*

IDG WORLD UPDATE

Brown

Vaughn Brown joins *InfoWorld* as West Coast sales manager. He was previously sales director at Primedia, Inc., where he sold sports- and entertainment-related advertising and integrated sponsorship packages. He holds a B.S. from the University of Utah in parks, recreation and tourism management. The owner of Found Items (www.founditems.net), a site that specializes in supplying retailers with unique imported textiles and accessories from around the world, he also enjoys surfing, running, traveling, mountain biking, snowboarding, and downloading MP3s. *vaughn_brown@infoworld.com*

Please send information and photos for the Noteworthy section to world_update@idg.com.

IDC's version of "Candlepins for Cash" supports breast cancer research

The Susan G. Komen Foundation has an additional $4,000 to devote to breast cancer research thanks to a bowling competition organized by IDC's Event & Charity Committee earlier this month.

One hundred employees (20 teams) each paid a $20 entry fee to battle it out at the local candlepin lanes in Framingham, Mass., and IDC matched the money raised. The top three teams won restaurant gift certificates. This year the 13-member committee, which holds a variety of events during the year, voted to support the Komen Foundation and Rosie's Place, a women's shelter in Boston.

The champions (l-r): ***Mike Sullivan, Coby Smith, Jed Scarmella, Ken Krilla****. Not pictured:* ***Richard Murphy****.*

PETER SHORT PHOTOS

Second place team (l-r): ***John Gantz, Frank Gens, Kirk Campbell, Dennis Philbin, Mitchell Rose.***

Boston Museum of Science tickets

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may request tickets at world_update@idg.com. Please give us your name, business unit address and number of passes — you may request up to eight — you would like to receive. The passes are good through December.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

41
Pat McGovern *IDG*

23
Fernando Moran *IDG Spain*

17
Vibeke Whitehead *IDG New Zealand*

15
Grant Clothier *IDG New Zealand*

14
Cathy O'Leary Hayes *CXO Media*

13
Michael Cooney *Network World*

11
Steve Fontaine *IDC*

10
Antonette Cutone *IDG*

9
David Daoud *IDC*
Thomas Norton *Network World*

8
Masakazu Hanawa *IDG Japan*
Thalia Karakitsios *IDG Corporate Sales*

7
Vivian Miles *InfoWorld*
Nicole Spitzauer *IDG Germany*
Lidia Cendros *IDG Spain*
Lisa Thompson *Network World*

6
Jack McCarthy *InfoWorld*
Amy Kotsopoulos *IDC*
Amy Turell *CXO Media*
James King *IT World Canada*

5
Ian Rubin *IDC*
Pennie Robinson *IDC*
Arne Arnold *IDG Germany*
Emiko Morino *IDG Japan*
Ken Amemoto *IDG Japan*
Kate Joseph *IDG Global Solutions*
Mona Jakobsson *IDG Sweden*
Mattias Malmqvist *IDG Sweden*
Michele Tousignant *IDC*
Peter Hebenstreit *Network World*
Nora Hayes *IDG World Expo*
Stephen Athan *IDG World Expo*

4
Jenny Jones *IDC*
Maryanne Coughlin *IDC*
Linda Bertolissio *IDG Australia*
Brett Rector *IDG Entertainment*
Andrea Patterson *IDG List Services*
Bushra Khalid *IDG*
Michelle Maher *IDG News Service*

3
Loren Drennan *IDC Canada*
Jane Skullman *IDG Sweden*
Sara Strong *IDC U.K.*
Schwa Jun *IDC Korea*

2
Robyn Patty *PC World*
Matthew Whelan *IDC*
Ginga Hyodo *IDG Japan*
Sarah Auld *PC Advisor*
Roberto Gutierrez *IDC Brazil*
Luis Garcia *IDC Mexico*
Erika Arevalo *IDC Colombia*
Jenny Åsander *IDG Sweden*
Cynthia Howard *IDG*

1
Stephanie Layton *PC World*
Shawn McCarthy *IDC*
Scott Shultz *CXO Media*
Alejandro Florean *IDC Mexico*
Rob Koghee *IDG Netherlands*
Karen Bornstein *Network World*
Martin Kralik *IDC Singapore*
Brenda Maillet *IDG*
Christine McIntyre *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

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syndication deal is different, but it needs to generate value for us in either licensing payments, print subscriptions, or traffic back to our site. In many cases, the deal reflects a combination of the three. Depending on the size of the partner organization, syndication deals can take quite a bit of time to set up. Quite often the partners are looking for more than just our articles — they rely on our subject matter expertise and knowledge about user interests. This translates into occasional editorial phone calls, or in some cases even weekly editorial meetings. In general, we try to match our efforts toward editorial guidance, the customization of the content feed, and the amount of content we syndicate to the expected results. The most effective deals are those where we gauged those results correctly and adjusted our offer accordingly.

Q **There's been talk of redesigning the workflow at *PC World*. What does that mean, and what is involved?**

A Right now, our work processes are primarily designed to create content in print magazine format. Every month, after the print magazine gets shipped to the printer, we then take that beautiful construction, break it back down into its pieces (i.e., individual articles) and manually prepare those pieces for publication on the Web.

Robert Kanes (*PCW*'s creative director) and the editorial team are working on a new process that would allow us to create content that is designed from the outset to be published in many formats: in print, on PCWorld.com, as PDFs, on the sites of our syndication partners, on a cell phone, and so on. *PC World* is moving rapidly from being a world-class magazine with a compendium Web site to becoming a multi-channel brand of first rate technology information. It is fun to be a part of that transformation. WU

World Expo

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Computerworld CEO **Bob Carrigan** will kick off the conference's impressive lineup of speakers.

There will be a conference track solely for publishers that will discuss the impact on the advertising business model, audience loyalty and management, intellectual property protection and many other critical issues facing this sector as the consumers are empowered to become their own editors, picking and choosing content on-demand.

Current conference registration is $895 until April 1; IDG employees may register for $495. To register, visit www.syndicateconference.com/live/38/register///CC961706 and use priority code IDGCORP.

More information is available at www.syndicateconference.com or contact Shelley Ballarino at shelley_ballarino@idg.com. WU

celebrating 10!

Name
Carel Schrama

Home
Badhoevedorp, the Netherlands

Joined IDG Netherlands
July 1991 as a Financial Assistant.

Career path
Financial assistant, financial manager of the accounting department, and financial controller since 1996.

Most challenging part of your job
It may sound boring, but living with budgets and deadlines keeps me going. My job involves monitoring the financial results and comparing this with budget figures and trying to stay within deadlines such as the U.K. and U.S. monthly reporting deadlines. I manage the monthly payroll, finalizing the yearly budget process within schedule and last but not least, the year-end closing and the yearly audit.

Best part of your job
Actually, there is not just one best part in my job. I like this job very much and I like IDG very much and it's the combination that makes it special for me.

I joined IDG because
There were opportunities to grow and possibilities for education.

What's kept you at IDG for 10 years?
The opportunities to grow, the rewards and the fact that there hasn't been a dull moment in my job in all those years.

Best compliment you've ever received on your work?
Our previous managing director, Paul Molenaar, asked me to become the financial controller in 1996.

Person from whom you've learned the most about leadership?
I learned from my parents values like discipline, righteousness and respect for others. I try to practice this in my job.

Interests outside the office
Running marathons (25 so far; the Boston Marathon was the toughest) and ultra-marathons (four, the longest was 72.5km or about 45 miles). With each race I fundraise for the Liliane Foundation (www.lilianefonds.nl), a small Dutch organization that helps disabled children in developing countries.

Favorite way to work off stress?
Running every day for at least one hour.

*IDG Netherlads' **Carel Schrama** (left) was the guest of IDG Chairman **Pat McGovern** at a recent lunch celebrating his 10 years of service to the company.*

Dream destinations
Greece and Costa Rica.

Your idea of a perfect day alone?
Running for a couple of hours and afterwards sitting in the sun in our garden with a glass of beer.

One possession you'd grab if your house were on fire?
The fire extinguisher.

Pets
Two cats, Davey and Dushi, and a horse called Tom.

What sports do you play?
Running, running and running.

If you won the lottery tomorrow, you would
Donate money to charity funds, quit my job, buy a farm and enjoy country life with my wife Petra, our two cats and our horse.

Manager's profile
"For the last 14 years Carel Schrama has been the one and only ambassador of the financial department within IDG. First as an accounting employee, later as financial manager and today as financial controller, Carel's input, skills and work ethics throughout all these years have been a very big contributor to today's status of the company.
It is without exaggeration if I state that the work of Carel (and his co-workers) is nearly flawless. IDG Netherlands owes a lot to Carel, and we surely hope that Carel remains part of the IDG Netherlands family for another 14 years. And we forgive him for the fact that he is such a fanatic ultra runner!"

— Raimon Gort, managing director, IDG Netherlands

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Computer Sweden issue puts focus on women

Members of the Computer Sweden editorial team show off the March 7 issue, which relied on only female sources for news and quotes and featured only women in the photographs. The issue was done to coincide with International Women's Day.

The editorial staff at *Computer Sweden* hit upon a unique way to commemorate International Women's Day earlier this month by publishing an issue that featured only women as sources and subjects in the photographs.

For the March 7 issue, "No men were pictured, no men were interviewed, no men were even mentioned," said Editor **Magnus Höij**. "The only two exceptions were our own bylines and the advertisements."

"Along with a large number of other publications in Sweden, every year we acknowledge this day in our newspaper, but we were tired of the same old stories — "Few Female Students," "No Female IT Managers," "Where the Women Are" — and wanted to try something different," noted Editor-in-chief **Lars Dahmén**. "And, like many IT and business publications, we often face the same dilemma — lots of men, no women. We hear the same explanations all the time — "there are no women to write about, talk to, invite on the stage, interview,

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IDG's editorial excellence honored at Neal Awards

HOWARD SHOLKIN

*Special honorees CXO Media Editorial Director **Lew McCreary** and CIO/CSO Senor Editor **Scott Berinato**.*

For the second straight year, IDG took home more awards than any other media company at the 51st annual American Business Media (ABM) Neal Award ceremony in New York City last week.

In addition, of the three special individual awards ABM presents annually, two went to IDG employees. CXO Media Editorial Director **Lew McCreary** received the G.D. Crain Award for outstanding contributions to the development of editorial excellence in business media. He is the first IDG recipient. *CSO* and *CIO* Senior Editor **Scott Berinato** received the McAllister Editorial Fellowship and will be a guest lecturer for a week at Northwestern University's Medill School of

continued on page 4

Computerworld Australia launches weekly podcast

Sponsored news program eyed as new revenue stream

IDG Australia this month launched Computerworld Live, a weekly podcast available for download from http://computerworld.com.au/live. Designed for *Computerworld*'s target audience of IT managers and senior IT executives, the 20-minute podcast is hosted by *Computerworld* Editor **Sandra Rossi** and Senior Editor **Julian Bajkowski** and will provide news analysis and interviews with key industry figures.

"Podcasting is taking off around the world at an amazing rate," noted **Mark Jones**, deputy managing director at IDG Australia and executive producer of Computerworld Live. "There is a real land grab going on — a very quick land grab — and people are out there building brands and capturing the ears of early adopters. We do not want to be left behind the eight ball on this."

In what is seemingly a first for the Australian market, *Computerworld*'s podcast launched with a sponsor. Telecommunications and networking vendor Alcatel signed a three-month sponsorship deal, which, according to Jones, is likely to extend to a full year. The two spots for Alcatel, approximately 15-seconds each, run at the beginning and end of the program. The idea of having a sponsor is something of an experiment, Jones noted. "We have no idea how the blogosphere will react," although he said there has been no negative feedback during the first week. "We've attempted to find the balance between giving our sponsor visibility and respecting the blogosphere's advertising intolerance."

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in brief newsworthy

Computerwoche boosts online career section with new partnership

This month's signing of an exclusive agreement with a German online career marketer will enable IDG Business Verlag's *Computerwoche* to quadruple the number of IT job offerings on its site (http://stellenmarkt.computerwoche.de/) — and increase its site traffic in the bargain.

"This partnership creates a unique combination of reach and IT expertise,"said **Michael Beilfuss**, publication manager of *Computerwoche*, which had been running about 5,000 IT job postings on its site annually. The JobScout24 deal will immediately add nearly 15,000 more when the shared postings go live in May, making the IDG Germany site the largest IT job site in the country that's affiliated with an IT publication.

Using JobScout's technology, companies will be able to post job openings, search for candidates and e-mail qualified ones through the Computerwoche site. Job seekers can search for appropriate positions and apply for them online. Resumes may be posted indefinitely in the JobScout database along with an applicant profile.

"The road to success in online recruiting goes like this," Beilfuss said. "A large job database with advanced technology leads to more attention from users, which leads to more responses from the recruiting companies, which leads to more jobs in the database. The agreement with JobScout provides us with the basics for this cycle of success."

The partnership will also have a positive effect on Computerwoche.de's revenues, Beilfuss added. Recruiting firms pay 570 Euro (US$765) to post a job for six weeks on the site. "We are also sure the new job section will bring in a lot of new traffic to Computerwoche.de, a plus for our ad clients."

Nearly five years old, JobScout24 is one of Germany's largest career marketers for specialist and management staffs, "and naturally our first choice," Beilfuss noted. Nearly 2.5 million users — both job seekers and more than 1,000 companies — use its job matching technology monthly.

For more information contact Michael Beilfuss at mbeilfuss@computerwoche.de or go to http://www.jobscout24.de. WU

World Update can be e-mailed as a PDF

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to world_update@idg.com and include your name, business unit and e-mail address.

Colin Crawford joins growing group of IDG blog authors

Colin Crawford, IDG VP for business development & operations, recently joined the growing list of IDGers communicating in the blogosphere.

Crawford said he created the Web log (http://colincrawford.typepad.com/) as a means of learning more about the blogging phenomenon and to determine whether it could be used as an effective way to communicate ideas and comment on developments in the online space — primarily, but not exclusively — to IDG employees.

"Becoming more personally involved in the medium has really opened my eyes to some of the challenges and opportunities associated with blogging," Crawford said, noting that chief among the challenges is identifying material that is unique and of interest to his intended audience. "When a story breaks in our industry you can easily have 20 or 30 or more people covering it in their blogs. The challenge is how do you add context and value to that information?"

Crawford said he intends to use his site to showcase tips and trends on SEO/SEM, blogs, moblogs, vlogs, podcasting, RSS/XML/weblogs, web metrics, web analytics, tagging, online revenue trends, mergers and acquisitions and "anything else that catches my eye." His goal, "travel and work schedule permitting" is to update the site daily. "Regular updating is crucial to keeping people coming back to your site," he noted.

Though he said he initially considered password protecting the blog, he opted instead to make it public and keep sensitive materials off it. He said he is considering a move to more sophisticated blogging software that allows for both public areas and secure areas for more sensitive materials that he would like to share with IDG colleagues.

Crawford said he believes the blogosphere represents a big opportunity for IDG and hopes that others throughout the company will consider creating blogs. "The talent that exists within our organization is amazing, and we can use the Internet to share ideas and best practices in an efficient manner while being careful, from a competitive perspective, about the content that is posted."

He said he also sees opportunity for business units in harnessing the talent of their users in this space. "As a huge believer in community-generated content, I strongly recommend that all IDG brands find a way to appropriately embrace valuable content generated by their users. A great example of this occurred at the recent Computerworld Premier 100 event where selected attendees were invited to write blogs sharing their thoughts and opinions about the event that were posted on the Computerworld.com site."

Crawford said his blog has received a great deal of attention — with nearly 2,000 people visiting to date — thanks largely to links from some prominent bloggers. "So far, I've just called out stories that have caught my attention; as the Web log develops, I'll add more commentary and personal voice without being too controversial," he promised.

Contact Crawford at colin_crawford@idg.com. WU

one on one the interview

Bob Carrigan
The CEO & publisher of Computerworld is this week's columnist. Reach him at bob_carrigan@computerworld.com.

"Print remains an important part of an 'integrated marketing' solution for advertisers. The majority of our print sales today involve online and/or event elements. They can have print for branding, online for lead gen, and events for making in-person contact with prospects."

Q You've been the CEO of Computerworld for two years now. How are things going?

A We are doing very well, thank you! Our financial results are strong this year after a terrific profit improvement last year. We have some excellent momentum right now in both the print and online advertising market, and our events continue to grow nicely. We are now in growth mode, which means that we are investing in areas of our business — both new and old — that will ensure a healthy future for our brand.

We held a "Don't Call it a Comeback" party last fall in San Francisco when we won the ASBPE Magazine of the Year Award. We picked that theme, which is actually a line from an L.L. Cool J tune (which we played repeatedly during the party), because it captured the idea that while Computerworld is experiencing some recent momentum, we've never let up in terms of publishing an award-winning publication — even in the toughest times in the IT publishing market.

Q I understand that you have recently unveiled Computerworld's IT Leadership Council. Can you describe what this is, how it will operate and what your goals for the council are?

A The IT Leadership Council is a faciliated networking group of senior IT executives. Its mission is to create an exclusive community of the best IT leaders, consolidating their knowledge and their influence, and to improve the way technology is seen and used. We are definitely modeling this idea on the CIO Executive Council, which has had great success over at CIO. The goal is not to compete with the CIO Executive Council, but to leverage Computerworld's unique audience of senior IT leaders to build a fee-based service around the CW community.

Q Can you talk a little about Computerworld's online strategy? How are you making money online, and what sort of innovative online products are you looking at?

A I can send you a binder full of strategies and plans for Computerworld.com, so this one is tough to answer in a paragraph. Simply stated, our goal is to be the leading online destination for enterprise technology news and strategies. Our ambition is to grow our online audience to levels that far exceed our reach in print, which means that we will be talking to some audiences whom we currently do not target in print, including non-IT decision makers, small business owners, consultants and even developers. In fact, we are already reaching these constituencies, and we are making significant profits in doing so. **Martha Connors**, our VP/general manager of Computeworld.com, has been with us for six months now and is off to a great start in taking CW.com to the next level.

On the ad sales side, we have an online sales team led by [VP Online Sales] **Gregg Pinsky** that has a great track record in developing and selling new solutions for advertisers. For example, we just won a "Best of the Web" award from min's for our Computerworld.com Zones solution.

Q There is so much emphasis on online and events these days — what's going on in the world of print ad sales? How do you make the argument for print?

A Print remains an important part of an "integrated marketing" solution for advertisers. The majority of our print sales today involve online and/or event elements. We are able to provide advertisers with a host of solutions to meet their objectives. They can have print for branding, online for lead gen, and events for making in-person contact with prospects. Under the leadership of VP/Associate Publisher **Matt Sweeney**, we have built a true field sales team that is responsible for selling solutions to meet advertiser/sponsor objectives. This model has worked very well for us, and one by-product has been better-than-expected results in our print sales.

Q How important are events to Computerworld's bottom line, and do you have plans to add to your lineup? What percentage of CW's revenue came from events in 2004, and how will that compare to 2005?

A Under the leadership of **Ron Milton**, our Strategic Programs & Events revenue has grown to roughly 30% of our total revenue. We are just coming off of our sixth annual Premier 100 event, which topped last year's attendance by 20% and attracted 18 top-notch sponsors. We continue to build our Storage Networking World conferences, as well as our Mobile & Wireless World event and the Computerworld Honors program. Last September, we launched two new events, Business Intelligence Perspectives and Enterprise Management World, both of which were successful launches.

Our strategy is to continue to build these core events as successful franchises while at the same

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IDG's 2005 Neal Award winners

PCWorld.com
Best Web Site

***CIO* magazine**
• Best Subject-Related Series of Articles: "Offshore Outsourcing" (June 15 and Oct 15, 2004). Written by **Todd Datz**, **Christopher Koch**, **Stephanie Overby** and **Ben Worthen**; edited by **Alison Bass**, **Cheryl Asselin**, and **David Rosenbaum**; designed by **Teri Haas**.

***CSO* magazine**
• Best Single Article: "Anatomy of a Fraud" (October 2004). Written by **Scott Berinato**; edited by **Derek Slater**; designed by **Steve Traynor**; fact checked/copy edited by **Emily Henderson** and **Carol Zarrow**.

• Best Subject-Related Series of Articles: "Deconstructing DHS" (March, April and May 2004). Written by **Scott Berinato**, **Sarah Scalet**, **Todd Datz**; edited by **Elaine Cummings**, **Derek Slater**, **Lew McCreary**; designed by **Steve Traynor**; fact checked/copy edited by **Emily Henderson**.

• Best Department: "Machine Shop" (January, August, July and September 2004). Written by **Simson Garfinkel;** edited by **Kathleen Carr**, **Elaine Cummings**; designed by **Chandra Tallman** and **Steve Traynor**.

Editorial Leadership Awards:
Lew McCreary, editorial director, CXO Media: G.D. Crain Award

Scott Berinato, senior editor, *CIO* and *CSO* magazines: McAllister Fellowship

Neal Awards

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Journalism. IDG CEO **Pat Kenealy** received the award in 2004.

CSO magazine landed three Neals — including Best Single Article — while two-time Grand Neal Award recipient *CIO* took home one award. PCWorld.com won Best Web Site for the second consecutive year.

This year there were 1,168 submissions for the Neals, which are often referred to as the Pulitzer Prize of the business press. Finalists came from firms such as McGraw-Hill, VNU, Ziff Davis, Primeda, PostNewsweek Tech Media and Penton. Advanstar won the second-most awards with four.

A 17-year IDG veteran, McCreary is the founding editor of *CIO* and today oversees all of CXO Media's editorial properties and companion Web sites. He has published several novels, inculding *The Minus Man*, which was adapted into a motion picture in 1999. In his acceptance speech for the Crain Award, McCreary said, "The business of the business press is a truly great one. In many ways, it's fair to say, there's more integrity in the pages of business publications than there is in a lot of the consumer titles. And despite the difficult market we've been faced with in recent years, quality still matters, and it still shines through."

HOWARD SHOLKIN

*William Morrow, chair of ABM's board of of directors, (back row, third from left) joined IDG representaives at the Neal Awards (Back, l-r): PC World President & CEO **Jeff Edman**, PC World Creative Director **Robert Kanes**, Morrow, IDG CEO **Pat Kenealy**, CXO Media President & CEO **Walter Manninen**, CSO Editor **Derek Slater**. (Front, l-r): PCWorld.com Editor **Bud McLeod**, CXO Media Editorial Director **Lew McCreary**, CIO and CSO Senior Editor **Scott Berinato** and PC World VP/Editor-in-chief **Harry McCracken**.*

Berinato, who joined IDG in 2001, is the first graduate of Medill to receive the McAllister Fellowship. He told the audience, "Lucky for me, my editors enable my storytelling habit, because they believe like I do that narratives not only entertain, but also humanize business and make the business lessons we need to convey more compelling."

For more information on the awards go to www.americanbusinessmedia.com. WU

Computer Sweden

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etc. We wanted to see if that was really true."

What they found was, that for the most part, it was not. Dahmén said his editorial team began planning the issue several weeks in advance, giving the reporters plenty of time to identify women to interview for the longer features and columns. "Our reporters made it clear that if they couldn't speak to a woman, they couldn't quote anyone from that company." Dahmén said only a very few articles were run without the normal number of quotes.

"The one concern we had was the potential for a breaking new story involving a man that we could not ignore. But luckily for us, Bill Gates did not resign that week!" Dahmén said.

ComputerSweden

Lärarlyft

200 miljoner kronor till bättre it-utbildning

Dåligt it-stöd sänker resebyrårerna

This regular news issue of Computer Sweden had a distinctively female focus.

Computer Sweden readers, who number approximately 126,000 — 20% of whom are women — were alerted to the publication's female focus in a small note on the front page. In addition, Dahmén presented the rationale for the experiment in a longer editorial. "We think it's bad for any sector, company or industry to be exclusively dominated by one group of people with no minority or female representation," Dahmén explained. "It is important to make the field of information technology a career option for women, and the best way that we can help to do this is to show people that the industry does not consist 100% of men in dark suits," he explained.

He said the publication received lots of feedback on the initiative — "a few negative letters from IT macho men who called it 'liberal rubbish' and lots of positive comments calling it 'interesting,' 'a good idea,' and asking for 'more of this.'"

In the end, Höij said, "We really tried to publish an issue as normal as possible when it came to what we were covering. I believe that the stories we ran in this issue could have been a part of any issue of *Computer Sweden*."

For more information contact Lars Dahmén at lars.dahmen@idg.se or Magnus Höij at magnus.hoij@idg.se. WU

IDG

March 21, 2005

Account Services Specialist (CWI)

Computerworld has an exciting opportunity in our successful online department for an experienced, Account Services Specialist. The person in this position will work closely with our online sales team and our developers to create and analyze metrics on online user habits and use the resulting data to create custom and lead generation programs for Computerworld.com's advertisers. The Account Services Specialist will work closely with the advertisers to ensure a flawless and effective partnership with Computerworld. Candidates should be very customer service oriented and possess strong analysis and presentation skills. A marketing, sales and/or communications background and prior experience in online is also required. Online production/design experience a plus. This position will require some travel. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Program Manager (IDC)

IDC's Global Semiconductor Research Group is seeking a Program Manager to initiate coverage, drive business development, model creation and management of the worldwide semiconductor revenue forecaster product. The revenue forecaster is a competitive market model and tool for semiconductor suppliers and investment companies. Research coverage responsibilities will include understanding, writing and coverage of key analog semiconductor areas such as standard linear IC's and application specific standard products including mixed signal IC's. Growth areas are sensors, power management, DSPs and data converters will be areas of emphasis given potential clients and direction of market. Responsibilities: Analyst coverage of analog market, and coverage of the top thirty semiconductor suppliers; Coverage will include quarterly market sizing, quarterly revenue forecasting, vendor analysis, and supply and demand analysis and market share; Support our biweekly perspective newsletter; Customer service and support, including meeting with customers, product briefings, presentations, and supporting inquiries from financial and IT companies; Interact with customers and peers to define future studies and custom research related to area of coverage; Participate and initiate consulting projects, support sales team, and drive business development for new semiconductor program; Product champion the program including managing P&L and directing sales and marketing activities such as telebriefings, conferences, customer and prospect meetings. The Program Manager must have strong time management and collaborative skills to deliver semi annual and quarterly reports in pivot table and presentation format. Candidates must have 6 + years of analyst, consulting, business development and writing experience as well as strong primary survey research and modeling skills. Technical background or EE preferred. ***Location: San Mateo, CA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Director, Healthcare (CXO)

The position will have financial management responsibility for the CIO Executive Council's Health Care program and is chartered with creating unique value for CIOs in the Health Care industry, driving member recruitment and marketing activities, consulting with Council members to direct the organization's Health Care initiatives, building and maintaining relationships with industry CIOs and entities, attending and speaking at industry events and affiliations which promote the growth and development of the industry, and maintaining a comprehensive knowledge of the industry. This individual will work closely with the Council's External Relations and Project Management Offices and collaborate with the Council's member services and sales teams. This is primarily an individual contributor role. Clients include Health Care Products and Services CIOs. The ideal candidate will have 10-12(+) years experience in this or a parallel industry and relationships in the US and global Health Care industry as it relates to IT. The candidate must possess an entrepreneurial spirit with strong business development skills and proven success in winning clients. Exceptional written and oral communication and working knowledge of vertical market analysis practices is required. Bachelors degree required/MBA preferred. Travel required.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

User Support Specialist, Temp (CXO)

CXO Media is seeking a temporary employee to join the IS team for a period of 3 months. The specialist will ready desktop workstations for use by setting them up, installing the necessary software, configuring the system, testing the configuration and delivering the systems to end-users. The specialist will document, research, solve and communicate the solution of technical problems, as appropriate. This includes arranging for hardware to be replaced or repaired, initiating and tracking vendor service, installing or updating software, or changing configurations. The specialist will also communicate and escalate problems as necessary to the appropriate person. This person will also will assist end-users with the use of their systems. This includes group or one-on-one training, consulting on application usage, and assisting users to determine the best application to be used to accomplish the user's business goals. The specialist will assist in the various administrative tasks of Information Services. This includes tracking orders, packing slips and invoices, and updating hardware and software inventories. The specialist will also assist with keeping CIO's support documentation up-to-date.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Associate (IFW)

InfoWorld Media Group seeks a highly independent, self-starting organizational guru who will provide multi-functional support to the Regional Sales Manager and Territory Manager based at InfoWorld headquarters in San Francisco, CA. The Sales Associate will maintain sales/client files and databases, provide on-going customer service to clients, set up meetings, prepare sales presentations, facilitate ad production, and provide general administrative and office support to the print ad sales team. Requirements include 2 years' business experience, excellent phone skills and strong PC skills (word processing, spreadsheet and database systems). Please be familiar with Microsoft Office and Lotus Notes systems. Candidates must be flexible, able to thrive under tight deadlines, and comfortable managing multiple priorities. Please include cover letter and salary requirements, and reference 'IFW Sales Associate' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

IDG

Current Jobs, Week of March 21, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Edit	Associate Managing Editor	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Art/Design	Design Director	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Senior Reporter	San Francisco CA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Intern	Media Analyst - Intern	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Director	Framingham MA or Param	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales/Account Manager, IT Leadership Council	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
CXO Media						
	Cust Serv	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Content Manager, CIO Executive Council	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Copy Editor	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Events	Client Relations/Sales Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	General	Program Director, Healthcare	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist, Temp	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Mktg	Marketing Communications Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Mktg	Senior Marketing Communications Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Intern, Online Production	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Bus Dev	Director of Business Development	San Francisco CA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Bookkeeper	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	HR	Payroll Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	IS	Lotus Domino Administrator	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Support Center						
	Admin	Receptionist	Boston MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Travel						
	Travel	Travel Agent, VIP/Group	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Ventures						
	Admin	Executive Assistant	Boston MA	Anna DiMaria	adimaria@idgventures.com	617-534-1218
InfoWorld						
	Ad Sales	Regional Account Manager	New York NY	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Admin	Sales Associate	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Exec Progs	Director, CTO Executive Council	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Software Engineer	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Mac Publishing						
	Art/Design	Designer	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	HR	Director of Human Resources	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Inside Sales Representative	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Assistant	Devon PA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
IDC						
	HR	HR Representative	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	IS	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Mktg	Marketing Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Learning Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, WW Semiconductor, Revenue Forecast	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Healthcare Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker Product	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Moblie and WiFi Infrastructure	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Mobile Phone Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Personal Computing	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Quantitative Research	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Hardware Channels	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Software and Hardware Support Servic	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Senior Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Worldwide Quarterly PC Tracker	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sr. Account Executive, Global Enterprise Accounts, East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Help Desk Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Sr. Research Analyst, Banking and IT Opportunities	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Research	Research Director, Life Science Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Industry Accounts	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing and Energy Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Client Service Representative, Forums	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Podcast

continued from page 1

The show's format is roughly divided into two 10-minute segments. During the first half, Rossi and Bajkowski provide context and analysis for the top three or four news stories affecting the industry during the week; during the second half, they interview one or more industry executives. Once finished, *Computerworld* journalist and Computerworld Live engineer **Michael Crawford** edits the show.

IDG Australia's IT Manager **Andrew Glassock** worked with Jones to set up a recording studio in the office where each show is recorded. Jones said it takes approximately one hour to record the show and another hour to edit it. "Getting used to the medium, learning to write for a listening audience and refining the format has also taken some time," Jones said, adding that his team recorded seven shows before the launch.

Computerworld Live is supported by a weblog where listeners are encouraged to share their opinions about the show's content. Built by IDG's CIO **Ben Gerholt** and developers **Gavin Sherry** and **Pascal Hakim**, the Web log lets listeners stream the podcast on their computers or download the file to any MP3 player. They can also subscribe to an RSS feed on the Computerworld Live site that will automatically download each show.

*Computerworld Editor **Sandra Rossi** and Senior Editor **Julian Bajkowski** are the hosts of Computerworld Live.*

*IDG Australia Deputy Managing Director **Mark Jones** sees potential for a new revenue stream.*

*Computerworld Journalist **Michael Crawford** is responsible for editing each week's show.*

Jones said he envisions Computerworld Live as the umbrella brand under which he hopes to produce a series of targeted podcasts focusing on areas like wireless, storage and security. He said he would also like to develop a conference channel that would feature live recordings of conferences hosted by IDG and local industry partners. And, he said, other IDG Australia brands including *CIO*, *PC World* and *GamePro* will look to replicate a similar model on their own sites.

"Online marketing is going gangbusters right now, and people want to spend their money with us. Our job is to identify and create the products that will help them connect with their audience and bring those dollars to us. Podcasting is allowing us to build a new online revenue stream."

For more information, contact Mark Jones at mark_jones@idg.com.au.

WU

"Online marketing is going gangbusters right now, and people want to spend their money with us. Our job is to identify and create the products that will help them connect with their audience and bring those dollars to us."

— Mark Jones, executive producer, Computerworld Live

Podcast defined

Podcasting is a crisp way to describe the technology used to push audio content from Web sites down to consumers of that content, who typically listen to it on their iPod or other audio player that supports mp3 at their convenience. Podcasting is not unlike time-shifted video software and devices like TiVo, which let you watch what you want when you want by recording and storing video, except that podcasting is used for audio and is currently free of charge. This technology can be used to push any kind of file, including software updates, pictures, and videos.

Podcasting uses an XML-based technology called RSS, or Really Simple Syndication. What makes podcasting special is that it allows individuals to publish (podcast) radioshows that listeners can subscribe to. Before podcasting you could record a radio show and put it on your Web site, but now people can automatically receive new shows, without having to go to a specific site and download it from there.

Source: www.wikipedia.com

InfoWorld's Jon Udell uses podcasts to add interest to his blog

InfoWorld Test Center Lead Analyst **Jon Udell** has been experimenting with podcasts on his InfoWorld.com Web log since late last year, and he's also found the technology to be a personal productivity tool.

Many of Udell's podcasts have been interviews with IT industry personalities such as Microsoft's Ward Cunningham and Jack Greenfield (Nov. 22, 2004, http://weblog.infoworld.com/udell/2004/11/22.html#a1119), while another touched on Udell's thoughts about audio editing and included demonstrations (Jan. 16, 2005, http://weblog.infoworld.com/udell/2005/01/16.html#a1152).

"The mainstream view is that the MP3 device is the new transistor radio, and the Internet is the radio spectrum," Udell said. RSS feeds and applications such as iPodderX to enable users to subscribe to podcast programming, download the podcasts to their computer and transfer them to their MP3 player. Nonetheless, Udell said, "the reality is that you can access podcasts much more simply; many people just find a site that mentions it has a podcast, and they just right-click and download it."

The portability of audio files has also been a boon to him in terms of efficiency. In his Jan. 31 blog entry, Udell described how a $20 FM transmitter, a $90 MP3 player and do-it-yourself programming enabled him to turn his car radio into a "pirate radio station" that gave him "the most productive use of a four-hour round-trip to Boston I've ever had." Udell, who lives in New Hampshire, loaded the MP3 player with audio files of potential speakers for a conference he was planning and used the drive time to evaluate whether they would fit into the program. He also listened to an interview he had done and considered how it could be edited.

Contact Jon Udell at jon_udell@infoworld.com. Or listen to his March 3 overview of podcasting and screencasting — based on an interview with IDG World Update — at http://weblog.infoworld.com/udell/2005/03/03.html#a1189.

noteworthy people

New employees

Clayson

International Sales Manager **James Clayson** comes to IDG Global Solutions U.K. in Staines from Huson International Media where he was a sales manager responsible for selling ad space for international IT, electronics, telecommunications and business publications. He spent two years in Amsterdam setting up a Huson office that is "still running successfully to this day." He enjoys playing football, rugby and tennis; traveling and going to the theater and movies.
james_clayson@idg.com

Also at IGS U.K., **Johanna Littleproud** is an interactive campaign assistant. She was previously an administrative assistant with British Gas Connections. Away from her desk she enjoys art, music, sports and travel.
johanna_littleproud@idg.com

IDG WORLD UPDATE
Lee

Charles Lee joins IDG Corporate Sales as VP, program development. He was previously VP, integrated media with Ziff-Davis and holds a B.A. in history from the University of Vermont. A former executive chef, he enjoys cooking, skiing and playing tennis.
charles_lee@idg.com

Vany Tashjian joins IDC Travel Services as a corporate travel agent, coming from American Express Travel in Cambridge, Mass., She holds an associate's degree in business administration from American University in Cairo, Egypt. Vany enjoys reading, gardening and music and is a member of the Armenian Relief Society, whose Eastern U.S. chapters raised $250,000 in aid for tsunami victims.
vany_tashjian@idg.com

PETER SHORT
Kumar

IDC Framingham has hired **Anil Kumar** as an application developer. Previously a senior programmer analyst with Smiths Medical, he holds a B.S. in electrical engineering from Thapar Institute of Engineering and Technology in Patiala, Punjab, India, and an M.S. in computer science from the University of Rhode Island/ Kingston. He enjoys tennis and racquetball.
akumar@idc.com

PETER SHORT
Hambelton

Previously a marketing manager for Kronos Inc.'s Strategic Programs, **Kristin Hambelton** joins IDC Framingham as director of corporate marketing. She holds a B.S. in business administration with a major in marketing from Boston University.
khambelton@idc.com

Transfers

Glede Kabongo moves from her role at CXO Media as marketing manager, Executive Programs to IDC Framingham. As marketing director, U.S. conference group, she will create and execute an integrated marketing campaign strategy for a new IDC conference and expo. Glede holds a B.A. in communications/journalism from Framingham State College and an M.S. in communications/marketing from Clark University in Worcester, Mass. Away from her marketing duties she enjoys movies, books and traveling.
gkabongo@idc.com

All business units may send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

time, launch one-day, single-sponsor events. These one-day events, which we call Computerworld Executive Summits, can evolve into multi-day core events. Our Business Intelligence Perspectives Conference is an example of a one-day event that grew into a larger, resort-based conference.

Q What is Computerworld doing in the area of custom publishing?

A Many of the ad programs on Computerworld.com, such as the Zones concept, can be considered the "new" custom publishing. We killed many of the print white papers that were once considered custom publishing because the advertiser support was not there. Single-sponsored print advertorials remain popular, and we have had some good success with programs for companies such as Broadcom, VeriSign and Cisco.

Q What sorts of things does Computerworld do to stay close to its audience?

A In addition to the open and blind readership surveys with IDG, we do a fair amount of our own reader research, including an issue "Track" survey, which gives us reader satisfaction scores on specific stories in certain issues. You'll also see several online surveys on Computerworld.com. A huge benefit of doing as many live events that we do is that we get to mingle with end users all the time — and they like to give us lots of feedback!

Q Last year you tried some new demographic editions of Computerworld as a way to entice smaller potential advertisers to try a segment of your audience at lower price points. How did those work out?

A Our demographic edition revenue is still relatively small, but growing nicely. We have been able to attract some smaller accounts as a result of our demo offerings.

Q How is Computerworld faring against its primary competitors?

A This question can be answered from a few perspectives. For editorial quality, *CW* is tops among its competitors with more editorial awards and better readership scores. In the area of print advertising, we are holding our own, winning more campaigns this year than in the past few years, although we still have room to grow to beat the likes of *Information Week*, which has more than double our circulation. When you look at online and events, there is no question in my mind that we are the market leaders among our primary competitors. Our sites are now set on larger competitors outside of our core publication category, including CNET and Tech Target. WU

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Ed Scannell *InfoWorld*

20
Terry Lee *IDG Australia*

19
Anne-Lise Wang *IDC Nordic/Denmark*

16
Judy Bonasoro *IDC*

15
John Kelley *CXO Media*
Sara Messmer *Network World*

14
Heidi Broadley *Computerworld*
Don Tennant *Computerworld*
Susan Cardoza *Network World*

13
Nancy Hannagan *IDG List Services*
Birgitte Rygaard *IDG Denmark*
Robert White *IDC U.K.*

12
Kris Cunningham *InfoWorld*
Klaus Breu *IDG Germany*

11
Jai Vijayan *Computerworld*

10
Armando Lazo *PC World Latin America*
Mike Weigand *IDG Entertainment*

9
Daniel Toumbas *IDG Denmark*

8
Leo Leger *Computerworld*
Melanie Posey *IDC*

7
Karen Cash *IDC*
James Kalbach *Network World*

6
Gussie Wilson *Computerworld*
Paul Lyzun *IDC*
Martha Heller *CXO Media*
Hillevi Billinger *IDG Sweden*

5
Michael Wescott *Computerworld*
Lisa Stabile *IDG*
Dennis O'Reilly *PC World*
Julio Giannobile *PC World*
Thomas Luong *PC World*
Lisa Blackwelder *InfoWorld*
Jason Villeneuve *PC World*
Cynthia Seavey *IDC*
Monica Bennett *IDC*
Suzanne Woodruff *IDC*
Paul Moon *IDC Canada*
Silvia Iori *IDG Italy*

4
Susan Cahill *Computerworld*
Ann Harris *Computerworld*
Connie Massey *IDC*
Ronald Westberg *IDC*
Jessica Yang *IDC*
David Parker *CXO Media*
James Poulson *Macworld U.K.*
Peter McLennan *IDG New Zealand*
Scott Bartley *IDG New Zealand*
Marie Louise Hasbo *IDC Nordic/Denmark*

3
Mark Uehling *Bio-IT World*
Emilie Ingram *IDC*
Elizabeth Morgan *Macworld U.K.*

2
Keith Elshout *IDC U.K.*
Fukutomi Satoshi *IDC Japan*

1
Cathy Mallen *CXO Media*
Daniel Robinson *CXO Media*
Christina Bleiken Petersen *IDG Sweden*
Maxim Persson *IDG Sweden*
Jill Kurzontkowski *IDC*
Jessica Borgrudd *IDC Nordic/Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating service 10!

*IDG Chairman **Pat McGovern** escorted **Zan Hong** to dinner in Beijing in honor of her decade of service with the company.*

Name
Zan Hong

Home
Beijing

Joined IDG China:
June 1992

Career path:
1992-July 1993, Director of Circulation, *New Products World* (later renamed *Telecom World* in 1994). August 1994-1997, Director of Circulation, *Electronic Engineering and Product World*. 1998-2003, Ads Editor, *Electronic Engineering and Product World*. January 2004-present, Ads Editor, *Electronic Design and Application World*.

Most challenging part of your career
Whenever I change jobs.

Moment at work you will never forget
Signing my first contract with a client.

Interests outside the office
Taking trips to Beijing's suburbs, dancing and swimming.

Family
My husband Qi Jianzhong and my 15-year-old daughter Qi Xiaoqing.

First job
Teacher

What talent do you wish you had that you don't have?
The ability to read and speak English.

Favorite vacation spot
Hawaii

What did you want to become when you were a child?
A soldier.

Favorite movie
Roman Holiday

Retirement dreams?
Traveling around the world.

Manager's Profile
"Zan Hong is very popular among ads clients. She is the backbone of the Advertising Department and is dedicated and responsible."

— Mary Chen, publisher, Electronic Engineering and Product World and Electronic Design and Application World

off line *fun*

Congratulations to all our enthusiastic caption contributors. Winner **Kevin Ford** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG sport safes.

Honorable Mentions

"I don't need you to tell me the black 10 goes on the red Jack!"
Nick Bunyan *IDC EMEA*

Reason No. 1 why online dating is not always the best idea.
Rich Green *IDG List Services*

"Hold on a minute, Franklin...I'm still finishing up Igor's application for the online dating service."
Sean Lavey *IDC*

"I told you, they don't sell brains on eBay yet. Now go lay down while I search for a good chiropractor for Igor."
Jeffrey Hyman *Bio-IT World*

"Look! You forgot a <br> in the coding and now look what's happened to me!"
Danielle Williams *IDC Nordic*

"Frank, I know you also want to play the newest Doom, but *please* let me finish this level!"
Tomasz Sloniewski *IDC Poland*

"How could you have forgotten your password already? That brain of yours is brand-new!"
John Gomez *IDG Entertainment*

"For the last time, no, you cannot select a bride from the Victoria's Secret Web site."
Kevin Ford *IDG*

"Is *that* who you're fixing me up with at MeetYourMonster.com?!"
Michael Wallace *IDC*

"What do you mean? Monster.com has no listing for a Frank N. Stein!"
Jane Jordan *IDG*

Rich Tennant's original

"Look, I've already launched a search for 'reanimated babe cadavers' three times and nothing came up."

Send in a new caption by April 18

Create a brief caption for the cartoon at right and send it to *IDG World Update* by April 18.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes.

Send your creations to world_update@idg.com or fax them to 617-423-0712. Good luck!

and *finally*

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

This week on IDG Central

Meet Your Colleague

A musician and former pilot, IDC Canada's **Chris Sullivan** devotes his day to providing finance and operations information to keep the company's business on course.

Writing Workshop

Week two of "Trouble With Quantities" tackles issues such as proper use of "less than" and "fewer than."

Classified ads

Updated listing of vacation rentals in Maine, Cape Cod, Florida, Arizona and the Caribbean. More listings from employees outside the U.S. are welcome!

This is just a small slice of the content on IDG's intranet, Need a login and password? Request one at www.idgcentral.com.

PC-Welt now features a customized editor's letter. The magazine will soon extend the offer of customization to its advertising clients.

IDC conference business taking off around the globe

More than 230 worldwide events strengthen client ties, boost bottom line

IDC has had a toehold in the conference business almost since its founding 40 years ago, when **Pat McGovern** launched the first Briefing session, now known as Directions, in the company's second year of operation. Broadening its scope, IDC began developing its for-profit conference business 14 years ago, launching the first European IT Forum, still the company's flagship event. Leveraging both its industry knowledge and the IDC brand, the Framingham, Mass.-based research firm now produces more than 230 conferences around the world, up from 129 in 2004.

The aim of IDC's burgeoning conference business is to bring together business and IT executives, IT industry leaders and IDC analysts in face-to-face forums to learn about critical business and technology issues, share best practices and foster networking. Not only does it accomplish all that, but it also boosts IDC's fiscal bottom line and ties the firm closer to its audience.

"Conferences are our fastest-growing product line," said **Roberto Masiero**, president of IDC EMEA and Worldwide Conferences. "The key to IDC's success, in my opinion, is tied to our original choice of focus. We do not want to be just a simple conference organizer. We position ourselves as the leading, worldwide IT conference provider with the highest added value. Our direction is clear."

According to IDC President & CEO **Kirk Campbell**, IDC's conference business is "the perfect complement" to IDC's existing research and consulting business. "The growth rates that IDC is experiencing in conferences in every region around the world are amazing! The conference business is a major growth product line for IDC over the next five years," he said.

Masiero confirmed this, noting that IDC's worldwide conference business is expected to grow

continued on page 4

PC-WELT redesign targets better integration of print, online; enhanced customer loyalty

PC-WELT, Germany's best-selling monthly computer magazine, rolled out an updated design this month that features a more modern magazine-like look and much tighter integration between the magazine and its Web site (www.pcwelt.de). In addition, the letter from the editor will now address each subscriber by name.

According to *PC-WELT* Editor-in-chief **Michael Lohmann**, "the 'new' *PC-WELT* is more appealing and more modern — but without major changes in the established editorial structure."

Each article in the print publication is followed by one or more links to the Web site where readers will find additional related information. For example, each month *PC-WELT* carries the results of various product tests from its test lab. Those results are pre-

continued on page 2

InfoWorld teams up with agency to create innovative ad layout

If at first you succeed, try, try it again. Last March Xerox Corp. ran an innovative 'French door' gatefold ad in *InfoWorld* in which the cover opens from the center to reveal the ad. The idea was repeated in September 2004 with IBM as the client and in the March 14, 2005 issue, again with a Xerox ad.

InfoWorld National Sales Manager **Hal Mentlik** said the original idea was a joint effort between InfoWorld and Xerox's agency, Media Edge. "The 'French door' gate is one of many out-of-the-box ideas that InfoWorld offers our advertisers," Mentlik said. "The focus on creative ads by the vendor community drives many of these ideas."

Mentlik said once a mock-up of the cover was shown to the agency, Xerox was eager to buy in. The cost was based on the Xerox page rate, plus a 15% premium in addition to production costs.

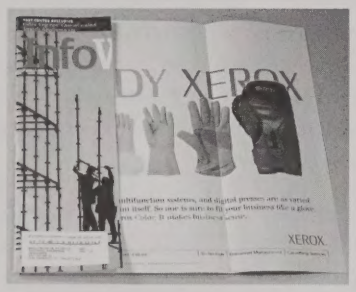
continued on page 2

InfoWorld

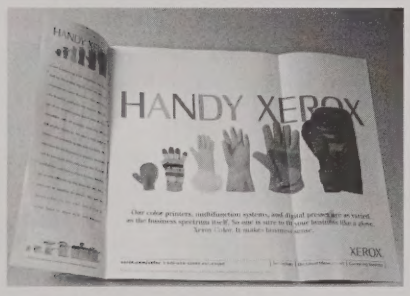
continued from page 1

"Based on the fact that this is a high impact unit, the benefits outweigh the incremental costs," Mentlik said.

Both Xerox and *InfoWorld* readers commented favorably both times this type of cover ran. Typical reader feedback mentioned the fact that they are "compelled" to open the flaps to see what was inside. "This, combined with the fact that the ad was very colorful, added to the overall effectiveness of the piece," Mentlik said.



InfoWorld is in talks with a number of other vendors for similar cover ads, according to Mentlik. "Having an actual example of the ad, in addition to verbatim feedback from the *InfoWorld* subscribers, provides the sales team with the selling tools needed to drive the interest with other top-tier vendors."



InfoWorld Creative Director **Andrew Danish** said the first French door cover ran an illustration that was specifically designed around the cover opening up. *InfoWorld* Production Director **Chris Guio** said it was initially difficult for the printer to get the proper equipment to ensure the cover would work consistently and smoothly. "We went through several months of testing various methods," he said. "But once the printer determined the best way to run it and had sufficiently tested it, we didn't have any problems with the actual run."

Contact Hal Mentlik at hal_mentlik@infoworld.com or Andrew Danish at andrew_danish@infoworld.com.

PC-WELT

continued from page 1

sented in expanded and more in-depth form online.

"The goal of this closer interlinking between print and online is to drive traffic online and stimulate interest in the paid premium offerings on the Web site," Lohmann explained. Approximately 10,000 premium subscribers already pay for exclusive content on the Web site that includes news, features, tips, tests and background reports, free software and free e-books. *PC-WELT* subscribers pay an extra 1.5 Euros (US$2) per month for premium access; non-subscribers pay 3.99 Euros ($5) for monthly access.

The company is also hoping to build reader loyalty by personalizing the letter from the editor with each subscriber's name. Beginning with the April issue, subscribers will no longer see "Dear readers," but instead will see their own name in the greeting.

In addition, the company is also planning to introduce personalized advertisements in subscriber editions, according to **Christoph Burkhart**, associate publisher and head of advertising sales at *PC-WELT*. Clients that purchase such ads must agree to offer subscribers a premium in exchange for the ability to personalize the advertisement. For example, Burkhart, explained, an ad might read, "Dear Mr. Smith, sign up now for *PC-WELT*'s online premium section and receive a free USB stick!"

Burkhart said that by requiring some sort of value-add for the readers, *PC-WELT* is hoping to avoid angering readers who might otherwise feel that their names had simply been given to the advertiser.

PC-WELT, launched in 1983, sells an average of 465,629 copies per issue. Its Web site receives an average of 300,000 unique visitors per month.

*For more information, contact Michael Lohmann at mlohmann@pcwelt.de or **Axel Beisner**, head of publishing, at abeisner@pcwelt.de.*

IDG Entertainment plans first gaming product line meeting

IDG Entertainment is currently organizing the first product line meeting for IDG's gaming titles, to be held in conjunction with the Electronic Entertainment Expo (E3) in Los Angeles May 17-20. The half-day meeting will be held on May 16 so attendees from IDG print and online gaming divisions can meet each other and establish action items for the coming year.

IDG Entertainment SVP of Editorial and Creative Services **Francis Mao** said Oakland, Calif.-based IDG Entertainment, has been sending its editorial files to its international partners for a number of years but felt that the need for a product line meeting "to unite all our editorial resources for both content sharing and late-breaking news has never been more necessary."

Attendees are currently expected from Germany, the Netherlands, Australia and Japan.

Expected agenda items include the following:

- A review of IDG Entertainment's editorial processes and content delivery and each business unit's editorial products (print and online).
- How to establish a stronger editorial exchange between business units.
- How to maximize IDG's international reach for cutting-edge news and analysis.
- How to create synergistic content beyond video gaming (i.e., music, movies, video, blogs, etc.).
- Key developments and areas of attention for E3 2005.

Attendees have also been asked to submit three discussion topics on which they would like to see the meeting focus.

Contact Francis Mao at fmao@gamepro.com.

one on one the interview

Dan Orum
The president of IDG Entertainment is this week's columnist. Reach him at dorum@idg-entertainment.com.

IDG Entertainment at-a-glance

Print products
Gamepro magazine
Star Wars Insider magazine
Best Buy Video Game Guides
Best Buy DVD Guides
Code Vault specials
Star Wars Episode III movie guide specials

Online products
Gamepro.com
Starwars.com
Gamerhelp.com
Blogfaction.com
Gamedownloads.com (launches March 31)
Games.net (launches May 15)

Number of employees 43

Why it's more fun to work at IDG Entertainment

1. Our very own demo room with every console and video game known to man available for play.
2. Unlimited Street Fighter and Blitz arcade action available 24 hours a day, seven days a week.
3. Access to Creative Director **Francis Mao**'s office and his massive collection of toys and action figures.
4. Lunchtime Trivial Pursuit showdowns.
5. Trips to the George Lucas' Skywalker Ranch as part of our job.
6. We create entertainment content; how much more fun can it get?!

Q It's been about nine months since you rejoined IDG to lead IDG Entertainment (IDGE). What have been your priorities in this first year and how has the company changed in the months since you joined?

A As a company, we have been working hard to diversify our portfolio of products (both physical and digital) to grow both revenues and profits. During the past year, IDG Entertainment has entered into a licensing agreement with LucasFilm, Ltd. to publish the English version of *Star Wars Insider* magazine, the official *Episode III* movie guides, and secured the right to provide advertising representation services for starwars.com. In addition, IDGE has expanded its relationship with Best Buy to include the publishing of a series of additional custom-published video game and DVD guides and added the IDGE Online Network to complement our successful flagship brands, *GamePro* magazine and gamepro.com. As we approach the halfway point in our fiscal year, we are looking at meaningful increases in revenue and profit over the prior year as the team continues to work hard to grow IDG Entertainment.

The ongoing development of digital entertainment products has also been a priority for IDGE to take advantage of the explosive growth in digital advertising, paid content and commerce opportunities. We have recently launched gamerhelp.com and blogfaction.com (a collection of entertainment blogs), and we expect to introduce gamedown loads.com and games.net this spring as the first phase of our efforts to develop multiple forms of entertainment content in digital form over the next 12 to 18 months. As is the case with other IDG business units, we expect to see aggressive growth in Internet-related revenues over the next few years, and we are laying the foundation for that expansion now.

Q What are the major trends affecting the gaming industry in the U.S., and how are those trends affecting IDG Entertainment?

A Console transitions have historically had a dramatic effect on the video game publishing business, and we are in the midst of such a transition with the expected announcement of the Xbox2 and PS3 gaming systems within the next six to 12 months. At this point in the cycle, we typically see a slowdown in advertising as software developers and publishers begin shifting resources to new platform development. The impact has been somewhat less this time due to the recent release of the Nintendo DS and Sony PlayStation Portable handheld units, the ongoing growth in online gaming and the sheer audience size of the existing console platforms which will encourage ongoing product releases.

Another significant trend over the past year has been the ongoing consolidation of game publishers that has provided near-term challenges to endemic ad-page growth. That said, major media companies are more and more looking to embrace games as part of their entertainment mix, which in turn will provide new opportunities for IDGE to expand beyond the traditional game-only publishers.

The convergence of multiple forms of entertainment content such as music, movies, games and the anticipated development of new forms of programming surrounding this melding of entertainment content will be a big opportunity for IDGE to expand its business. In addition, the expansion of new ways and forms for distributing content digitally via the Internet, new handheld units like the PSP, cell phones and wireless to name just a few, will also present IDGE with new opportunities. We are living in exciting times, and repositioning IDGE to take advantage of these trends is exciting and ultimately helps us mitigate challenges such as those associated with cyclical console transitions and customer consolidation.

Q What is the IDG Entertainment Online Network?

A The IDGE Online Network represents the collection of top entertainment brand Internet sites across the globe that provide targeted and efficient digital reach to buyers of entertainment products. The Online Network reaches five- to seven-and-a-half million unique visitors per month as measured by Media Metrix/Comscore. Sites include:

- Gamepro.com – Offical Gamepro site.
- Starwars.com – Official Star Wars site.
- Megagames.com – Hardcore gaming site with heavy international usage.
- Gamerhelp.com – user-driven help site for gamers, FAQs, cheats, community.
- Blogfaction.com – blog aggregation site.
- Gamershell.com – demos, patches, mod downloads.
- Wgworld.com – wireless gaming site.

With the upcoming release of *Star Wars Episode III*, we expect our Network traffic to grow to 10 million unique visitors in May of this year.

Beyond that, we are working aggressively to develop and launch new web sites, such as Games.net, that

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IDC Conferences

continued from page 1

Maximize conference returns with these tips from IDC

Roberto Masiero, president of IDC EMEA and Worldwide Conferences, offered the following five tips for running a successful conference:

- Have the best program, best speakers and best location.
- Keep looking for the hottest themes and the most thought-provoking speakers. Leave warmed-over soups to your competitors.
- Remember that a good conference can quickly become a profitable conference; don't hesitate to drop less successful ones and focus your resources on the winners.
- A big standardized event is a lot better than many small ones. You can squeeze profits by leveraging efficiencies with a large, standardized event, and you are likely to lose lot of money with smaller ones due to poor revenues and multiple fixed costs.
- Don't reinvent the wheel each time, but focus on a kind of basic 'middleware,' made up of common platforms, resources and processes that you can customize on a case-by-case basis and enhance your profitability by charging all the variable costs to customers.

35%, from US$17 million to $23 million in FY05. "We expect it to grow at least 20% yearly in the following four years," he added.

In recent years, conference and event activities have become increasingly important in the overall marketing mix for IDC clients, Masiero said. "This is primarily due to the fact that companies know there is no better way to ensure customer intimacy and build relationships with customers, channels, and prospects than to meet them face to face." He added that the need for more activities targeting specific vertical market segments is "crucial" and that IDC's variety of conference and event offerings — including regional Forums and conferences, multi-country road shows and custom events — provide an excellent platform to fulfill that need.

- **Regional Forums** are larger events that attract a broad audience of senior IT executives from multiple countries or states; last September's European IT Forum in Paris drew more than 500 attendees (see *IDG World Update*, Oct. 11, 2004).
- **Local conferences and multi-country roadshows** are slightly smaller events carried out in local language that attract a local audience of 100 to 300 IT decision makers.
- **Custom events** offer IDC clients a way to revitalize their connections with their customers, partners, and prospects. "This can be through smaller, very intimate and exclusive customer meetings or through much larger high-profile local or international roadshows," said **Bianca Bruhn**, IDC EMEA VP Conferences, adding that there is "outstanding market potential" for offering custom events along with research and consulting as part of IDC's End-to-End Solutions, which provides an integrated set of research, consulting, go-to-market and conference services.

*IDC's EMEA (Europe, Middle East and Africa) Conferences and Events group organized last September's European IT Forum in Paris. Above, members of the team include (l-r): **Francesca Dal Moro**, conference director, group operations; **Claudia Corradi**, senior marketing communication specialist; **Francesca Cogliati**, conference manager; **Tatiana Albuzzi**, conference representative and database specialist; **Alessandra Melloni**, conference manager; **Pat McGovern**, chairman, IDG; **Alessandra Mosconi**, assistant to the president and managing director; **Katia Schiavi**, conference representative and database specialist; **Nicoletta Puglisi**, senior conference specialist; **Roberto Masiero**, IDC EMEA president; and **Tiziana Parisio**, conference specialist.*

"This enables us to give more value to our customers, and at the same time to build strong barriers to competitors who are unable to compete at the level of customer intimacy that we've developed with such tight forms of client partnering," she added.

IDG WORLD UPDATE

*Five of the eight members of IDC's U.S. Conference staff take a break during this month's Directions event in Boston. From left: Marketing Director **Dana Basilone**, VP/US Conference Business **Elizabeth Cutler**, Program Director/US Conferences **Jessica Black**, Program Director/U.S. Conferences **Mary Connell** and Senior Program Director **Amy Catalogna**.*

Offering a mix of high-level industry speakers, IDC conferences feature the company's senior VPs and top analysts along with leading representatives from user firms, as well as noted economists, management consultants, industry gurus and government representatives.

"Standardizing formats is essential to generate economies of scale and of learning," Masiero said. "You will never make real money from conferences if you have to reinvent the wheel every time." The challenge, he added, is to develop the best conference products on the market and then deliver them consistently in the different geographies in which IDC operates.

IDC has more than 70 people dedicated to its conference business, organized in decentralized conference groups in several regions from the U.S. to Europe/Middle East/Africa (EMEA) to Asia Pacific and in any country that can support a sizable conference market (EMEA alone has nine conference groups).

Most IDC events target an end-user audience — business executives and IT decision makers from enterprises. "By providing quality, independent advice — through research, consulting and our conferences — to this group of people for more than 40 years, IDC has built an invaluable database of end users," Bruhn said. "This database has a strong affinity with the IDC brand as a source of information."

Masiero said he would like to see IDC work more closely with IDG publications on conferences and events, due to the "extremely powerful synergy and

continued next page

IDG

March 28, 2005

Online Account Executive (BIO)

Bio-IT World, Inc. has an exciting opportunity for a talented, energetic and highly motivated sales professional to join a highly regarded, fast-growing media organization now in its fourth year. The Account Executive's main responsibility will be to close business on a variety of online electronic products such as advertising on our websites, e-newsletters and webcasts. In this position, you will be responsible for prospecting/cold-calling new clients and data collection for a variety of other established and new special media products. This is an inside sales position with direct quota responsibility. Demonstrated track record of closing business via phone/email along with client-care, and collaborative, creative problem-solving skills are necessary. Clear capability of understanding the bio/medical/IT field, online advertising and 2 plus years inside/outside advertising sales experience are a must for this position which is based in our Framingham, MA headquarters office.
Location: Framingham, MA
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

Design Director (CWI)

Computerworld, the award-winning weekly news magazine for information technology managers, is looking for a talented and qualified candidate to fill the position of Design Director. Along with producing excellent designs, the Design Director must be a skilled diplomat and an adept juggler! Design responsibilities include: creating bold and innovative designs, designing weekly features, news pages, special reports and covers, assigning photography and illustrations, contributing to the editing and design process by working with editors to mold content into valuable and informative packages, working outside of the editorial department to aid in maintaining brand identity. The Design Director consults with and occasionally manages projects for other departments within Computerworld, i.e. marketing, online and events. Management responsibilities include: working with editors, managing editors, and production department to create and adhere to the weekly schedule of designs, special projects and art assignments, fostering good relationships with the team of editors, writers and managing editors, managing 3 designers, maintaining relationships with photographers and illustrators, as well as rights managements issues and overseeing the art department budget. Candidates should have a Bachelor's in Fine Arts, proficiency in Quark, PhotoShop and Illustrator or FreeHand and a basic understanding of web design. Some knowledge of InDesign would be helpful, but not necessary. In addition, candidates should possess at least 10 years of design experience with at least 3 years experience art directing a publication and at least 2 years of management experience. Position is available June 1st. Please send a hard copy of your cover letter and resume to Computerworld HR, One Speen Street, Framingham, MA 01701. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Sales Associate (CWI)

The Sales Associate position is responsible for providing sales and administrative support for the Account Director(s) in a given territory(s). The Sales Associate handles a variety of publishing functions from media kit fulfillment to customer service. This position requires excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Teamwork and can-do attitude is a necessity. Knowledge of technology, and/or publishing, advertising agency experience, is a plus. A minimum of 1-5 years of office experience and a bachelor's degree or equivalent work experience are also required. ***Location: Framingham, MA, Paramus, NJ***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Features Editor (CXO)

CIO Magazine is looking for a Features Editor who will: edit and average of two full-length features and two columns per month; work with designers on art concepts; contribute and develop story ideas and take part in idea group discussions; take ownership of a column or department and develop a beat or area of expertise; work on the magazine's web site; manage editorial projects such as special issues or award programs; attend and participate in idea and design meetings; participate in CIO conferences. Some travel expected and at least five years magazine or newspaper editing experience required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Administrative Assistant (CXO)

CXO Media is seeking a highly skilled administrative professional to help support its executive council team on a temporary basis for approximately 3 months. Position requires excellent organization and communication skills, attention to detail, ability to multi-task in a fast paced environment and expert level experience in MS Office suite (specifically Excel, Access, PowerPoint). Position will include a heavy concentration of work in PowerPoint and Excel, heavy manipulation/massaging of data using web tools, and preparing executive level presentations. A minimum of 3 - 5 years of administration experience required. Position requires full-time hours for 3 months.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Marketing / Client Relations Associate (CXO)

CXO Media is looking for a high-energy, customer-focused individual. Key responsibilities include interfacing with client executive team to ensure unparalleled customer service, serving as the sponsor's advocate working closely with internal departments including marketing, sales, ad placement and deadlines, web site management; and aiding sponsor in developing all hospitalities, speaking opportunities, marketing materials and other collateral. Additional responsibilities include lead generation through routine web and printed media research, and heavy agency/vendor contact to assist the sales organization. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 3-5 years business experience. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Director, CIO Executive Council (CXO)

CXO Media is seeking a Research Director to lead the research efforts for the CIO Executive Council. The Research Director will have strategic, management, and production responsibility for any and all of the Council's research initiatives. The individual will work directly with CIO Executive Council members and other C–level executives, as well as third parties such as academia, the IT vendor community, policy makers and legislative/regulatory bodies. He/she will be responsible for establishing and maintaining solid, auditable research methodologies across all initiatives. The director will be responsible for ensuring that the research is delivered on time through solid project management skills, cost effectively, and with a high degree of quality. The director will be also be responsible for developing, documenting, and maintaining processes associated with the gathering of primary and secondary information to support the Council initiatives. The desired individual will preferably have a master's degree with 8+ years working experience with a firm that provides market research, advisory or consulting services to the information technology industry. Additionally, strong team and constituent collaboration are required. The research director must have excellent communication skills, particularly group presentations, strong writing skills, and report writing. Advanced modeling, statistical analysis, quantitative and qualitative assessment skills are required. The strong candidate thrives in a fast-paced, ever-changing environment with a high requirement for team interaction. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting opportunity for an experienced Sales Development Manager working in CXO's CIO service organization. This individual contributor position is charged with selling the program to end-user organizations in public and private sectors. The Sales Development Manager is responsible for the entire sales cycle, including prospecting, to recruit leading CIOs into the CIO Executive Council. The Council delivers value and support through member interactions and member-initiated change efforts around IT value, IT workforce, Sarbanes-Oxley, Vendor Influence, and Investor Influence. This individual must be experienced in working with CIOs across the entire sales cycle: identifying, meeting, presenting, negotiating and transacting new members and handling continued participation of existing members. An outstanding record in consultative sales/closing business in an account management environment featuring a quota is required. Candidates must have the ability to meet personal and team financial goals, conduct substantive content discussions with CIOs and deputies on the phone and in-person, demonstrate poise and grace under pressure, understand general knowledge of the business of IT, possess the ability to work well within a team and across functions, and have the resourcefulness and creativity to optimize the sales process. Superior verbal and written communication skills and 8-10 years experience in a related role are required. ***Location: San Francisco, CA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

IDC's Business Transformation IT Forum & Expo slated for 2006

IDC's U.S. Events group is currently busy building its newest annual conference: the Business Transformation IT Forum & Expo, a conference and exhibition designed for senior-level IT and business executives interested in how technology can be used to enable and transform business models and processes. IDC is expecting between 700 and 1,000 attendees at the May 10-12, 2006, event in Washington, D.C.

"The process of creating a new events involves a lot of research internally with IDC experts and externally with end-users, vendors, CIOs and other thought leaders," said IDC Senior Program Director **Amy Catalogna**.

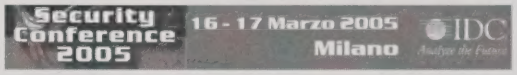
The event is expected to include the following:

- **Plenary Sessions**: Focusing on strategic themes with speeches and panels by leading economists, thought leaders and top IT industry executives.
- **Track Sessions**: On the first day of the conference, each track will focus on one of four different vertical industries, which will give attendees the opportunity to meet others with same industry-specific, day-to-day issues. On the second and third days, the four tracks will be organized by topic, allowing networking opportunities for attendees with similar interests and challenges.
- **CIO Summit**: An invitation-only track that delivers a practical, hands-on approach to the imperatives CIOs must focus on to be successful. Summit attendees may attend any track session and are scheduled to attend the plenary sessions and exhibit hall receptions.
- **Roundtable discussions**: Organized, focused conversations and networking opportunities that are held at lunch each day of the conference.

IDC Italy's Security Conference increases media presence

The cameras were rolling during IDC's fourth annual Italian Security Conference, held March 16-17 in Milan for more than 500 IT professionals and high-level executives.

Among the 18 media partners — four more than last year — was E-TV, a technology channel. Reporters for E-Magazine, a program focused on technology and science, interviewed the conference's keynote speakers, including renowned security consultant and author Kevin Mitnick and several IDC analysts. The 10-minute program will air four times late this month on SkyTV and a free satellite channel. E-TV will also provide a DVD that IDC will be able to use as a promotional tool to promote the IDC brand to future clients, sponsors and partners.



E-TV's participation grew out of IDC Italy's effort to add a more multimedia dimension to its marketing communication plans. The goal is to promote IDC events through not only print publications but also editorial portals, media e-newletters and Web sites, TV and videos. With this in mind, Senior Marketing Communication Specialist **Claudia Corradi** proposed a year-long barter arrangement for all of IDC's 2005 events, whereby E-TV gains program content, easy access to IT experts, event attendee lists and brand exposure on IDC's event Web sites, ads and brochures. In addition to paving the way for ample editorial coverage of the event, IDC promotes the partnership as an added-value visibility opportunity for clients.

The new media partners included vertical publications: two magazines related to IT issues for banks and one targeted to IT for public administration.

The conference concluded with Mitnick's lively presentation that dovetailed into a spirited debate with Raoul Chiesa, the founder and board member of the Italian Association for IT Security who translated Mitnick's *The Art of Intrusion* into Italian. The duo used video and other demos of how hackers extract information and access codes from companies and steal digital identities. IDC set up a press conference with Mitnick and Chiesa following the presentation that was very well received, Corradi said.

Twenty-three major security technology vendors signed on as sponsors for Security Conference 2005. Depending on their level of sponsorship, sponsors could provide speakers or case studies or have booth space — as 17 did — at the event. The case studies included the security concerns related to banks, hospitals and public housing.

For the first time, the Security Conference featured two narrowly focused workshops called "LABS." One addressed the importance of preventing security breaches through better collaboration between the Postal and Communication Police and companies' legal and IT security teams, and the other, conducted by two prominent lawyers, focused on personal data security and management issues.

According to a recent IDC survey, IT security spending in Italy will have a 17% compound annual growth rate between 2003 and 2007, one of the few double-digit highlights in a generally flat Italian IT market.

Write to Claudia Corradi at ccorradi@idc.com. WU

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continued from previous page

unrivaled customer value" each can offer. IDC and IDG Italy have jointly organized a major CIO Conference for May in Milan. Last year the two groups put together two relatively small CIO Conferences. This year they joined forces for an event called IT Innovation and Business Transformation, which is already sold out. "This will generate more money for each of our companies that we could ever dream to generate alone," Masiero said. "If we can replicate this format many times in the various regions, we should be able to establish an overall leadership in this very strategic market sector."

He said the IDC conference group has proposed joint event initiatives to several IDG publishing units in Europe, adding that a CIO Conference is already planned with IDG Spain. "We hope that Italy and Spain will be the first ones in a long series."

Masiero credited the IDC staff for the success of IDC's events — "they are strong professionals with proven track records. We have either recruited or grown the best staff on the market," he said. "We also share a common goal: to develop, organize and deliver the best programs, get the best speakers from inside and outside IDC, attract highly influential user audiences, and generate a substantial profit. Conferences for us are a major profit generator, not a simple marketing window."

For more information contact Roberto Masiero at rmasiero@idc.com or Bianca Bruhn at bbruhn@idc.com. WU

noteworthy people

New employees

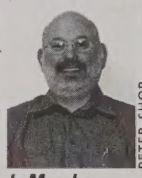
Soriano

IDC Peru's new hardware analyst is **Paola Soriano**. She was previously a product manager with Intcomex Peru S.A.C. and before that a commercial assistant with Deltron Computer Wholesalers. A graduate of the Universidad Peruana de Ciencias Aplicadas, she holds a B.S. in industrial engineering. She enjoys traveling, going to the beach, dancing, movies, meeting new people, as well as "taking advantage of every moment in my life with my family and friends." *psoriano@idc.com*

LAURA CANO

Farías

Adrián Farías joins IDC Mexico as a PC analyst, coming from his role as a research analyst with Hewlett-Packard. He holds a B.S. in business and marketing from Universidad Panamericana. He enjoys sports in general and basketball specifically, reading and "hanging out with friends." *afarias@idc.com*


PETER SHOR

LaMarche

David LaMarche joins IDC Framingham full-time as consulting director after being a temporary employee there for eight months, working with IDC partner Alinean to close SBC's Business Value Strategy project. He has more than 17 years of experience in marketing and support of telecommunications products and services and another eight in the strategic delivery of software products and services. He holds a B.S. in engineering from Wentworth Institute in Boston and an M.B.A. from Bryant University in Smithfield, R.I. He enjoys fly fishing and is a volunteer residential maintenance advisor to the South Shore Habitat for Humanity. *dlamarche@idc.com*

PETER SHORT

Fishbein

IDC Framingham has hired **Seth Fishbein** as an analyst with its CMO Advisory Services group. He was previously a marketing associate/content manager with Body1, Inc., a public health marketing and media firm. A graduate of George Washington University in Washington, D.C., he holds a B.A. in business administration with a major in marketing. Away from the office he enjoys running, racquetball and "frequenting Fenway Park." *sfishbein@idc.com*

Previously an advertising sales coordinator with Wall USA, Inc., **Michelle Sooknanan** is now an associate project manager with CXO Media. She holds a B.S. in human services with a minor in psychology from Lesley College in Cambridge, Mass., and enjoys sport fishing, cooking and entertaining and hanging out with her 8-year-old vizsla, a Hungarian hunting dog. *msooknanan@cxo.com*

Returning employees

Associate Art Director **Carolyn Perot** returns to PC World after a stint at Business 2.0 and a freelance career. She holds a B.A. in economics from Stanford University in Palo Alto, Calif., and a B.F.A. in graphic design from the California College of Arts and Crafts. When not designing covers and feature sections, she enjoys sailing, hiking, running and "child wrangling." *carolyn_perot@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

will leverage user, competitive and partner content in conjunction with our original content and editing prowess to provide unique new forms of information consumption that will keep IDG Entertainment at the forefront of programming and distribution of digital information to millions of entertainment enthusiasts every month.

Q Events are an increasingly important revenue stream across IDG. Does IDGE have any plans to launch gaming conferences, challenges or expos?

A Interesting question. During the past month, I have spent considerable time interviewing key gaming executives for our annual Industry White Paper. A common subject that keeps popping up is the need for more industry events to help educate consumers and business executives, particularly as we enter this latest phase of hardware game system development and the ability for these machines to become multifunctional tech devices, capable of delivering and distributing content. We will be working with the team at World Expo over the next few months to explore our options.

In addition, IDG Entertainment will be hosting the first IDG Global Product Line meeting for games and entertainment this May before the annual E3 Expo in Los Angeles [see article p. 2]. This will be a great opportunity for our games colleagues worldwide to discuss challenges, synergies and opportunities to develop new revenue streams.

Q What's your favorite game and why?

A "Call of Duty" for the PC because I can still compete evenly with my 12-year-old son versus getting pummeled by him in real-life on a paintball course. WU

Passes available for New England Aquarium, Boston Museum of Science

As a corporate member of the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for both venues.

New England Aquarium passes are good through November 2005 and you may request up to four passes.

Museum of Science passes are for regular exhibits only and do not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Passes are good through December and you may request up to eight.

Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive for which venue.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Ursula Sauter *IDG Germany*

24
Shirley Ingram *IDG Australia*

22
Cynthia Sparrow *IDC*

19
Simone Fiedler *IDG Germany*

18
Richard Villars *IDC*
Michele Kallin *IDC*
Magdalena Koch *IDG Germany*

17
Michael Carroll *PC World*

15
Barbara Sullivan *Network World*
Susanne Kirmaier *IDG Germany*
Hans Königes *IDG Germany*
Andrea Piontek *IDG Germany*

14
Christoph Burkhart *IDG Germany*
Claudia Dudkin *IDG Germany*

13
Tom Hoffman *Computerworld*

11
Steve Fox *InfoWorld*

10
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*

8
Melissa Shaw *Network World*
Elisa Della Rocco *Network World*
Andreas Koschinsky *IDG Germany*

7
Nathan Don *Computerworld*
Denise Dubie *Network World*
Gunnar Lott *IDG Germany*
Ronald Wiltscheck *IDG Germany*
Peter Müller *IDG Germany*

6
Vernon Turner *IDC*
Michael Fahlsing *CXO Media*
Claudia Heinelt *IDG Germany*
Frank Heublein *IDG Germany*
Jutta Rauch *IDG Germany*

5
Acela Bofill *PC World Latin America*
Vanessa Teal *IDC U.K.*
Ryan Francis *Network World*
Robert Gammel *IDG Germany*
Daniela Sieger *IDG Germany*
Petra Schmitz *IDG Germany*
Andreas Mallin *IDG Germany*

4
Bob Melk *CXO Media*
Mette Søberg Ahorlu *IDC Nordic/Denmark*
Peter Höllriegel *IDG Germany*
Peter Priewasser *IDG Germany*
Rudolf Parzefall *IDG Germany*
Herbert Maier *IDG Germany*
Canio Martino *IDG Germany*

3
Lisa Farrell *InfoWorld*
Courtney Cochrane *Network World*

2
Victor Simko *IDC*
Patricia Pickett *IT World Canada*
Floor Köhler *IDC Benelux*
Jesper Permerud *IDG Sweden*
Jimmy Svensson *IDG Sweden*
Norma Lum *IDG New Zealand*
Nora Valencia *IDC Mexico*

1
Joanna DeFazio *CXO Media*
Alexia O'Sullivan *IDC U.K.*
Amber Chin *IDC Malaysia*
Rodney Gedda *IDG Australia*
Francisco Nogal *IDC Mexico*
Gerardo Sandoval *IDC Mexico*
Nan Fornal *Connell Communications*

celebrating 10!

Name
Wang Binglin

Home
Beijing

Joined IDG China
April 1993

Career path
1993-2002, Advertising Department, *Electronic Engineering and Product* World. 2003-present, Advertising Department, *Electronic Design and Application World.*

Current title
Ads editor, *Electronic Design and Application World.*

Wang Binglin *was IDG Chairman* ***Pat McGovern****'s guest at a dinner celebrating her years of service to IDG publications in China.*

Moment at work you will never forget
Being part of the launch team for *Electronic Engineering and Product World.*

Best way someone could compliment you on your work?
Telling me that I am trustworthy.

Family
My husband, Yang Zhongzhou, and my 5-year-old daughter, Yang Yuxi.

Of what accomplishment at work are you most proud?
Making no mistakes.

What did you want to become when you were a child?
Tour guide.

First job
Waitress at a restaurant in Beijing's Shangri-La Hotel.

Favorite vacation spot
Any seaside resort.

Favorite movie
Sissi

Your idea of a perfect day alone?
Listening to music and doing cross stitch.

If you won the lottery tomorrow, you would...
Invest in stocks and real estate.

Manager's Profile
"Wang Binglin is quite popular among clients. At the launching period of *Electronic Engineering and Product World*, she was engaged in the ads sales and money collection work. Later on, she became an ads editor. She is now the backbone of the department and renders outstanding contributions to our magazine."
—Mary Chen, publisher, Electronic Engineering and Product World and Electronic Design and Application World

off line for fun

Will blog for work

The editors of IDG World Update recently surveyed some of IDG's online professionals about the Web logs they found most useful to them in their jobs.

http://blogs.sun.com

"Sun Microsystems has the most liberal blogging policy of any company I know. It must be driving their PR people batty, but Sun employees often post newsworthy things on their blogs. In particular, company President and COO Jonathan Schwartz's blog is a must-read. Sun's blogs give you insight into what people in their trenches are thinking. Often employees will comment on industry dynamics or even stories in the press, and quite often the bloggers are better at articulating what Sun thinks than Sun's marketing or PR people. You can find sources or tips on stories, and sometimes the blog entries themselves are newsworthy — especially when it's the company's president writing them."

— **Robert McMillan**, *U.S. correspondent, IDG News Service*

www.engadget.com/

"Engadget does such a nice job of presenting new product information it's scary. Blogs like this could be real competitors to us. Engadget is one of many blogs run by Weblogs, Inc., which has blogs on just about anything you can think of and seems to launch a new blog every other day."

— **Andrew Eisner**, *executive producer, PC World*

www.cio.com/blog_view.html?ID=341

"Not to be too self-serving, but I really do enjoy CIO Executive Editor, Investigations, **Christopher Koch**'s "IT Strategy" blog. Chris has such a depth of knowledge about the bigger picture of IT/ERP/etc., that I appreciate being able to tap into that hard-earned wisdom on a regular basis. And, if I can read his posting before anyone else, I can sound just as smart as Chris, at least until everyone figures out where I got it from."

— **Janice Brand**, *Web executive editor and producer, CIO*

www.tbray.org/ongoing/

"I read Tim Bray's Ongoing Web log religiously. Tim is the co-inventor of XML and currently at Sun. From a technology and overall industry standpoint, Tim has an amazing ability to see the proverbial 'forest' but also gets down into the nuts-and-bolts 'trees' in an interesting way — all while providing compelling commentary on art, music and politics. In that sense, his weblog helps me stay on top of strategic issues but also informs some of the important day-to-day issues while providing some food for thought apart from technology issues."

— **Chad Dickerson**, *CTO, InfoWorld*

www.newsnow.co.uk/newsfeed/?name=Online+Advertising

"It helps me keep up to date on the fast-paced online advertising market as it collates the latest online advertising news for me. Blogs in the world of online advertising are a must as they save you time in searching for the most relevant news to you. Everybody's inboxes are so full that even though you receive relevant newsletters that you have opted in for, you don't have time to read them."

— **Hanne Tuomisto**, *associate director/Interactive, IDG Global Solutions*

www.nat.org and **http://primates.ximian.com/~miguel/activity-log.php**

"I hate blogs; they're largely vanity projects. That said, I read Novell's Nat Friedman and Miguel de Icaza's blogs for insight into open source and also because these guys are really cool and smart."

— **Deni Connor**, *senior editor, Network World*

http://daringfireball.net/

"John Gruber is a cranky Mac pundit, but sometimes the cranky guys are the ones who really make interesting points that the mainstream media tends to miss. Gruber's a good writer, and his linkblog is an excellent collection of Mac-related links from around the Web."

— **Jason Snell**, *editorial director, Mac Publishing*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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Clients view IDC Directions as a "must-attend" event

More than 2,100 attendees gain insight into IT trends in Boston and San Jose

IDC held its 40th annual Directions conference in Boston and San Jose, Calif., last month. The one-day event, "Blueprint for the Next Decade," drew a total of 2,127 attendees, continuing the trend of incremental attendance gains since 2000. IDC President & CEO **Kirk Campbell**, who opened the briefing, said "Directions is now a 'must-attend' event among executives in the IT industry. Clients reserve the day a year in advance, and plan around it."

IDC's Chief Research Officer **John Gantz** delivered the first presentation in which he shared his outlook on economic and IT trends to expect over the next 10 years. Gantz showed the worldwide economy growing, but the strongest growth in both the economy and the demand for IT are outside of the U.S. IDC expects 2005 IT spending to be up 9.3% in emerging countries, compared with 5.6% in the U.S. and 2.2% in Japan. He advised vendors to be prepared to increase investments outside of the U.S. This will help in coming out of future economic downturns in the U.S., as well as in managing expected events. Next, in a presentation

ELIZABETH CUTLER

*IDC VP **Danielle Levitas** noted that U.S. consumers spent "big bucks" — $330 billion in 2004 — on entertainment and services such as digital content, wireless devices and Internet access.*

about the digital home, Vice President of Consumer & Broadband Research **Danielle Levitas** talked about adoption trends for future technologies. Levitas said that consumers are being bombarded

continued on page 5

Pavilion power

For the fourth consecutive year Directions featured a Research Pavilion that served as the gathering spot for clients and prospects to meet IDC staff, view online demonstrations of IDC's products and services and gain a better understanding of the company's global offerings. Media sponsors *InfoWorld, Network World* and *PC World* also had signage and materials in the Pavilion.

In past years, analysts met with clients in the Pavilion on an ad-hoc basis. This year, the one-on-one analyst meetings during break times were promoted more heavily in advance and open to any attendee, including prospects. Those interested could sign up at the registration area on a first-come, first-served basis.

Breakfasts, roundtables prove powerful lead generators

By keeping a tight focus on a single topic, IDG Australia's quarterly series of CIO Breakfasts and semi-annual CIO Roundtables have become successful lead-generation tools for their sponsors and profitable for the organizer.

Last month, *CIO Australia* hosted a pair of two-and-a-half-hour interactive breakfast briefings on "Balancing the Art and Science of Security" in Sydney and Melbourne. Sponsored by NetIQ and Microsoft, each session attracted 250 attendees. Past breakfasts in the three-year-old series, which have averaged about 150 attendees, have looked at the ROI of convergence, convergence and wireless, governance, security, and VoIP.

"The single-topic focus of the breakfasts acts as a highly targeted lead-generation mechanism because attendees are specifically interested in that technology area and are therefore more likely to turn into customers down the track," said IDG Australia Enterprise Division VP **Davy Adams**.

Most sponsors want senior IT execs and IT decision makers at the events, so while attending is free it is limited to CIOs, IT directors, senior IT professionals, CEOs, managing directors and CFOs.

Not only do attendees take away specific knowledge on the technologies they're interested in, "it's a great networking opportunity for them as well," Adams said. "We make sure we tailor the program so it's not sell-sell-sell from the vendors; we encourage them to speak as thought leaders and let their sales execs do the pitching afterward."

Adams said that these events require a very tight partnership between IDG Australia senior managers and the sponsoring client. "We advise them on what areas of their speeches will work and what would be too basic or too 'salesy.' For this reason only our senior account managers sell events sponsorships," he said.

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New this week on IDG Central

Meet your colleague
IDC Malaysia Research Manager **Andrew Wong** puts together three major IDC reports, speaks three languages and three Chinese dialects, and is pursuing his third degree, a Ph.D. in qualitative research in decision science.

Office profile
With a Bucharest office in place since 2001, IDC is set to take advantage of the coming boom in the Eastern European IT market.

Go to www.idgcentral.com

in brief newsworthy

IDG Ventures opens office in Ho Chi Minh City, announces two investments

IDG Ventures Vietnam, the first U.S. technology venture capital fund to set up shop in Vietnam, announced its first two investments late last month at a ceremony inaugurating the company's office in Ho Chi Minh City. The recipients are PeaceSoft Solutions Corp. and iSphere Software Ltd.

PeaceSoft was established in April 2001 by a group of young entrepreneurs still in college at the time. The company provides IT products and services in various sectors including education, healthcare, insurance, administrative management, business management and telecommunications. The company plans to use its new capital to develop its existing products, expand markets and develop an e-commerce project — an information portal for trade, market and consumption consultations.

iSphere is a Hanoi-based software solutions company founded in June 2004 and focused on the Korean and Vietnamese markets. It plans to use its investment to grow its infrastructure and trademark, research and develop new businesses, services and products.

"We are excited about PeaceSoft and iSphere as they are two terrific young companies with excellent teams," said **Henry Nguyen**, managing general partner of IDG Ventures Vietnam. "PeaceSoft has a great classified listings platform with www.chodientu.com, and we believe it will be an innovator and leader in the development of e-commerce in Vietnam. iSphere is an innovative software company that has deep experience with enterprise and Web-based applications. We look forward to introducing some of its products and services to the market within this year."

IDG Ventures Vietnam's Ho Chi Minh City office will be the center of the company's investment operations in southern Vietnam. It will also serve as a resource center for Vietnamese entrepreneurs and growing companies. In June, the company plans to open an office in Hanoi.

Vietnam, with a population of 85 million, has experienced a GDP growth rate that has averaged over 7% over the past eight years. The IT sector is growing at a rate of 35% per year in terms of revenue, Nguyen said.

*Above: IDG Ventures Vietnam staff at the opening of the HCM City office: **Rachan Reddy**, general manager; **Mary Moses**, entrepreneur-in-residence; **Vo Thanh Hai**, accountant; **Nguyen Que Anh**, executive assistant; **Henry B. Nguyen**, managing general partner; **Duong Thu Huong**, operations manager; **Do My Ngoc**, office manager; **Le Ngoc Quang**, VP/ technology development; **Tino Tran**, associate; **Vu Thanh Trung**, VP, finance & accounting. Not pictured: **Tran Viet Duc**, general partner; and **Nguyen Thanh Binh**, associate. At right: Henry Nguyen addresses attendees.*

Contact Henry Nguyen at hoang_nguyen@idgvv.com.vn. WU

IDG Ventures Vietnam contact information

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IDG signs license for *Computerworld* title in Kazakhstan

IDG continues to plant flags in the former Soviet Republic, most recently signing a license for *Computerworld* in Kazakhstan. The monthly publication, which is expected to launch in May, is being produced by local publisher IT Publishing, which currently produces three IT titles. The company will continue to produce its monthly consumer magazine, *MegaByte*, but plans to close its two B2B titles, *Interface.KZ* and *ComputerPost*, and replace them with *Computerworld*. The initial circulation is a modest 2,000 copies per month; however, the business plan calls for increasing this figure to more than 5,000 in the first year as well as boosting publication to twice monthly after the first year.

Kazakhstan is a leading economy in Central Asia but still extremely small compared to any Eastern European economy. There are 14 million residents in Kazakhstan, more than 1.4 million in the capital city of Almaty. Internet penetration in Kazakhstan is almost 15%, and mobile phone usage is near 20%.

*Contact IDG International Publishing Services VP Licensing **Jim Sullivan** at jim_sullivan@idg.com or IT Publishing Editor-in-chief **Alexandr Galiyev** at galiev@interface.kz.* WU

CW Kazakhstan contact information

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one on one the interview

David Korse
The president & CEO of IDG World Expo is this week's guest columnist. Contact him at david_korse@idg.com.

"When it comes to generating an onsite audience, content remains extremely important as a strategic differentiator from competitive events. That's why most IDG event organizing groups have a tremendous advantage by offering face-to-face access to our stellar editorial and/or research content and content creators."

Q The recent Boston-based LinuxWorld was, by all accounts, a big success. Can you talk a little about your plans to internationalize this event?

A Our entire team (domestic and international) was very pleased by our results. We delivered more of the demographically qualified visitors than we promised, and our exhibitors demonstrated their satisfaction with an aggressive rebooking exercise while we were still onsite at the event. We've got great momentum for next year's event in Boston and for the rest of our global LinuxWorld series.

Our strategy for expanding our global brand is pretty straightforward. Linux (and other open source alternatives) are very much a global "happening," and our job is to help our exhibitor clients accomplish their face-to-face marketing objectives in every possible market with enough critical mass to support a LinuxWorld event. We're doing this in three ways:

1. Through World Expo "company-owned/operated" events like the ones IDG already organizes here in the U.S., in Japan (twice a year) and in China (twice a year). Each of these events is organized by IDG World Expo (U.S., Japan, or China).

2. Through agents that organize the events on IDG's behalf in their national markets. We still own the events and we take the financial risk. The agents earn compensation through a combination of revenue sharing and profit sharing. We're currently using agents in Canada, the U.K., Germany and Italy.

3. Through an aggressive program of licensing whereby the licensee takes the risk and where we earn a percentage of revenue. We currently have licensees in the Netherlands, Russia, South Africa, Mexico and Brazil (with a few more in the pipeline). Some of our licensees are very well-known companies like VNU (Netherlands) and Reed (Russia and Brazil).

Regardless of the financial relationship, all of our LinuxWorld international "family members" work together in a newly formed information-sharing network, which includes a dedicated extranet, monthly sales/progress reports, and monthly conference calls. Here in Boston last month we had representatives from nearly every LinuxWorld country using this event for developing their own promotional and sales opportunities.

Q How did the idea for Syndicate, your most recently announced event, evolve?

A The concept for Syndicate, which will focus on online media syndication, came to us from a consulting group we work with. They had (and continue to have) a strong working knowledge of the industry and its development, but they're not experienced event producers. After performing our own research to confirm that we agreed on the potential commercial viability of the concept, we entered into an agreement whereby the consultants have an active role in the event, and they are our minority partners in the profit (or loss) of each event. We are very encouraged by the initial response to the concept. On the sponsor side, we've already contracted with two of our major targeted vendors: Yahoo and Google. Delegate pre-registrations have just started, and we've already had several IDGers take advantage of our highly discounted "IDG Family Rates" *(see IDG World Update, March 14, 2005)*. IDG is also well represented on our Conference Advisory Committee with active participation from [IDG Vice President Business Development & Operations] **Colin Crawford**, [CXO Media Group Publisher] **Gary Beach** and [InfoWorld CTO] **Chad Dickerson**. We're hoping more IDGers will be joining us.

Q Can you talk a little about the process for identifying and developing new events? Are there people on your staff whose job it is to identify potential new events? How do they do that?

A Last year we created a dedicated New Business Development group headed by **Doug Gold** and supported by **Shelley Ballarino** and **Anjali Chawla**. Their job is to help us find the "next good event idea" for us to launch. The process of sorting through a lot of interesting ideas to find the commercially viable ones takes a lot of time and requires a lot of work. Our objective is to create at least two new successful branded events each fiscal year starting with FY2005. Success to us is an event that generates enough support among its community that a repeat of the event is warranted. So far, we have one such event in that Wireless Sensing Solutions was held for the first time in 2004 and will be repeated again later this year. We're hoping that Syndicate will be our second such event.

Q A few months back you announced the formation of a group within IDG World Expo that would focus on creating single-sponsor events for individuals customers. How is this business doing so far?

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Macworld discovers $1 million revenue stream at sea

Four years ago Mac Publishing embarked on a high seas adventure with Geek Cruises of Palo Alto, Calif., that this year will realize cumulative revenues of $1 million for the two partners. And the benefits extend far beyond the bottom line.

Since 2002, Mac Publishing has teamed up annually with Geek Cruises to offer MacMania — a sort of floating classroom-cum-cruise featuring many of the industry's most well-respected figures and *Macworld* editors leading classes and discussions for up to 200-plus Mac enthusiasts.

"Being part of MacMania is beneficial in numerous ways," said Mac Publishing Editorial Director **Jason Snell**, himself a veteran of four cruises. "It lets our contributors and columnists shine in a unique conference setting, it builds incredible loyalty among our readers and generates 'buzz' for *Macworld*, and, of course, it generates a profit. But from my standpoint, one of the greatest benefits is being able to spend a week or more with some of our most engaged and interested readers. It's an intense immersion in the interests of regular Mac users, far more than you'd get with a few crazy days at Macworld Expo, and that's quite valuable as we constantly adjust our editorial content to better serve our readers," Snell said.

The relationship with Geek Cruises was initiated in 2001 when IDG VP Business Development & Operations **Colin Crawford**, then president & CEO of Mac Publishing, approached founder Neil Bauman after hearing about the company from an employee. Crawford said his belief in the event was driven by a previous successful experience with COMDEF in the U.K., which took 800 key IT industry buyers on a three-day cruise.

The first cruise took place to Alaska in June 2002. Since then, MacMania cruises have explored the Hawaiian islands and the Eastern Caribbean. This year's Baltic Blast cruise is slated for June 30 and will be a 10-day tour to European ports of call. Speakers for this year's cruise include Snell; **Chris Breen**, editor-in-chief of *Playlist* and *Macworld* contributing editor; author and columnist David Pogue and Apple's co-founder Steve Wozniak.

In September, *Playlist* will sponsor iPlay, a three-day cruise from British Columbia to San Diego for iPod enthusiasts. And next year's MacMania will set sail Feb. 4-11 to the Mexican Riveria.

*Macworld Editorial Director **Jason Snell** (left) and News Director **Jim Dalrymple**, aboard the MacMania II cruise ship just off the island of Kauai, Hawaii.*

As co-host and co-producer of the MacMania cruises, *Macworld* works closely with Geek Cruises to select the speakers and set the agenda. The curriculum covers a wide breadth of skill levels, said Geek Cruises' Bauman. "Typically, about 80% of our attendees are either beginner or intermediate users, so we offer one track for them and one for more advanced users. As we prepare our final agenda, we survey attendees' course preferences among those listed and tailor the agenda to maximize their selections and preferences."

> *"MacMania provides the in-depth coverage found in print publications in a model that has a very attractive revenue structure and none of the hassle related to print publishing."*
>
> *— Neil Bauman, founder, Geek Cruises*

Classes run only while the ship is at sea to ensure that attendees take advantage of the shore excursions and get full benefit of the cruise, explained Snell. The upcoming 10-day cruise in June will offer nearly 50 hours of daytime classes plus five evenings featuring entertainment and various keynote speakers.

For his part, Bauman said his team is constantly looking for ways to improve the effectiveness and profitability of it partnership with Mac Publishing. "We think of MacMania in two streams. The event is a non-print, flexible medium that can provide interactive content and advertising opportunities analogous to the Web experience," he said. "MacMania also provides the more in-depth coverage of developments, trends, and editorial thought that is found in print publications, in a model that has a very attractive revenue structure and none of the hassle related to print publishing."

*For more information contact Marketing Assistant **Amanda Cartier** (acartier@macworld.com) or visit www.geekcruises.com/macmania.* WW

Technology cruises offer unique benefits

Geek Cruises founder Neil Bauman enumerated some of the ways a MacMania cruise differs from a more traditional conference.

- Small, interactive sessions with top-of-the-line speakers — at a cost lower than a traditional conference (see www.geekcruises.com/pdf/cost_comparison.pdf).
- An intellectual immersion experience free of distractions.
- Unprecedented access to speakers before, during and after the cruise-conference.
- MacMania takes you to naturally beautiful places in a community based on relaxation, intellectual stimulation, and reflection — a unique opportunity for creative thought and growth.
- Actual adventure!
- Speakers overwhelmingly report stimulating conversations feedback on their domain of expertise from actual users, and a good balance of time with Geek Cruisers and time alone and with family.
- Finally, for the speakers, there's some prestige associated with being a speaker on a Geek Cruise. What speaker doesn't want to be on a program with Woz [Apple co-founder Steve Wozniak], television personality Leo Laporte, and *New York Times* columnist and author David Pogue?

IDG

April 4, 2005

Administrative Assistant (CSG)

IDG Corporate Services Group is seeking a highly organized individual to support our Corporate Finance, Tax and Accounting departments. The major responsibilities of this position will include but are not limited to general office support including filing, data entry, photocopying, and performing various administrative tasks as necessary. This position will report into the Manager of Financial Reporting and Budgeting, but will take direction from other department heads as well. Candidates must be reliable, extremely organized, be able to multi-task and prioritize assignments. PC skills in Word and Excel are required and knowledge of Lotus Notes is preferred. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

Conference Manager/Specialist (CWI)

Computerworld has an exciting opportunity for a Conference Manager/Specialist to assist in the rapid expansion of our Strategic Programs & Events business. Working closely with various team members, industry executives, technology luminaries, and speaker bureaus/representatives, the successful candidate will conduct a wide-ranging set of activities to identify, coordinate, and secure speakers/presenters across the portfolio of Computerworld-produced conferences and events. This position involves detailed and exciting work with conference content planning/agendas and travel to as many as all of Computerworld's events is required. Candidates must have 5+ years of experience in a conference development/production environment with a demonstrated conference programs track record. Excellent customer service skills, the ability to organize multiple detailed projects, proficiency with Microsoft Office, including Word, Excel and PowerPoint, and a bachelor's degree are all prerequisites. This position will be based in Computerworld's One Speen Street headquarters in Framingham, Massachusetts. Computerworld's Strategic Programs & Events division is a leading producer of IT executive conferences and associated IT awards programs. Recognized nationally for leadership with its flagship Premier 100 IT Leaders Conference, the Computerworld Honors Program, and globally with its industry-leading Storage Networking World series, this division has generated dramatic growth in the last five years. Recently launched conference brands have already reached industry prominence and include Mobile & Wireless World, Business Intelligence Perspectives, Enterprise Management World, and Computerworld's IT Executive Summit Series. Computerworld conferences generate more than 9,000 registrants per year and are individual members of leading audit firm BPA Worldwide. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Production Coordinator (CXO)

CXO Media is seeking a Production Coordinator to handle on-line advertisement administrative functions as well as print advertising responsibilities including ad trafficking, material management, checking digital files, vendor communications, as well as maintenance of advertising reports for both on-line and print. Multi-tasking, strong organizational skills, attention to detail as well as an understanding of both Mac and PC platforms are required. Strong knowledge and understanding of on-line file formats, html, Quark and general knowledge in Acrobat, Photoshop and Illustrator preferred. Previous on-line and print production experience ideal. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Executive, Conferences (IDC)

The IDC conference department is planning the U.S. IT Forum & Expo, which will include a 30-50 booth exhibit floor. The Conference Account Executive position will be responsible for not only selling booth space and sponsorships, but also all administrative duties and customer-service follow-up that is required. This may include, but is not limited to: researching new potential clients, putting sales packages together/ setting up and attending sales calls and meetings, mailing proposals to potential clients, getting contracts to clients and following up on delayed contracts and payment checks, putting together booth information packets prior to the conference and mailing them to clients, answering pre-conference booth-sales related questions from clients and vendors, compiling information for the hotel and other necessary vendors. In addition, on-site at the conference, the Account Executive will be the main contact for all exhibitors. 2-5 years sales experience. 2 years of previous conference exhibit experience required.
Location: Framingham, MA
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Desktop Services Team Lead (IDC)

The IDC IT group is seeking an individual to serve as a team lead for a group providing desktop support to IDC's corporate and remote offices. The Desktop Support Team ensures that IDC employees are provided with readily available, appropriate front-line IT technical support and provides support to employees during the hours of 09:00 to 17:00, Monday to Friday, plus rotating on-call and occasional off-hours work. This position also includes technical responsibilities with daily client liaison and therefore requires strong hands-on technical and customer facing skills. The Team Leader will be expected to participate fully in the resolution, maintenance, troubleshooting and other works undertaken by the rest of the team. Responsible for supporting IDC desktop systems, this role will serve as a point of contact for all US offices regarding desktop issues. Key to the success of this role is the ability to develop relationships with local IT staff, employees, and management as well as regional IT staff (Europe, Asia Pacific, Latin America, and Canada) and local IT vendors. The candidate must be experienced with internal client facing problem solving and support with a high degree of customer service. TCP/IP skills are an absolute must. Experience with the configuration of LAN/WAN technologies as they relate to desktop systems is required as is experience supporting remote users of Lotus Notes in a LAN/WAN and dial-up environment and experience troubleshooting network connectivity issues. Finally, the candidate must have a high degree of skill and experience with the following technologies: Windows 2000 Professional, Windows XP, Office 2000, Lotus Notes 6.x, Internet Explorer, remote dial-in applications, Netware clients, Novell ZenWorks, Dell hardware and firmware, McAfee anti-virus, anti-spyware tools, hand-held device synchronization. ***Location: Framingham, MA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Research Analyst, Enterprise Networks (IDC)

IDC's Enterprise Research Group is seeking a Research Manager to cover trends in enterprise communication infrastructures. The Enterprise Networking Program is widely respected for research into emerging markets like wireless LAN and IP telephony as well as core network infrastructure switching and routing. The analyst will be part of a team providing insightful research, analysis and guidance on key market trends to clients. The analyst will be responsible for conducting research, analysis including market sizing, and producing multiple documents on a monthly and quarterly basis to fulfill the requirements of the Enterprise Networks service. Client interaction and responding to inquiries is an integral part of the analyst role. The analyst will be responsible for assimilating industry information, provide advice and guidance to clients, and developing relationships within the industry including vendors, network managers, financial analysts, and the press. Critical skills for this position include strong analytical skills, more specifically the ability to synthesize and analyze multiple industry trends in a logical and forward thinking manner, demonstrated ability to write clear and insightful pieces, experience championing multiple deliverables and deadlines, and strong interpersonal skills to develop successful client, team, and industry relationships. In addition the analyst should possess a bachelor's degree with a strong academic record, preferably two to three years relevant experience, and knowledge of the IT and/or networking industry. ***Location: Framingham, MA***

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Network Services (IDC)

IDC's Enterprise Computing Research Group is seeking a Director to manage IDC's research practice for wireless networks and RFID consulting and integration services. The Director will be responsible for gathering qualitative and quantitative information, synthesizing and analyzing industry trends in a logical and forward thinking manner, publishing research reports, and responding to clients' inquiries. Candidates must possess excellent written and verbal communication skills and knowledge of the networking industry. Responsibilities include writing research, supporting IDC client inquiries and briefings, developing market forecast and market revenue share reports, analyzing demand-side survey data, executing on consulting engagements, providing selected information to the trade and business press, and working closely with IDC sales and marketing to communicate and promote the Wireless and RFID program. The analysis process will require the development of in-depth knowledge of the wireless network consulting and integration services market, and vendors' service offerings and strategies. The Director will have significant contact with networking and IT vendors, the financial community, and the press. Candidates must have 5 years experience in the wireless networking, RFID, and professional services industry. Candidates must demonstrate excellent written and oral communication skills, including experience writing white papers and presentations to varying audiences. A bachelor's degree is required. MBA a plus.

Location: Framingham, MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Production Coordinator (IDC)

Publishing Services & Technologies (PS&T) seeks a motivated individual with leadership skills to coordinate print, electronic, and Web deliverable production in a fast-paced environment. Individual must be able to manage competing deadlines and multitask. Specific duties will include managing document submissions, project coordination and oversight, invoice processing, document distribution and archiving, as well as electronic content posting. Production Coordinators are responsible for assigning production tasks to editors and designers, and the position requires strong interpersonal skills for daily interaction with project managers and analysts, print vendors, and localization services. Ideal candidates will have strong Microsoft Office skills (with heavy emphasis on Word and Excel), and demonstrated proficiency in Quark, Illustrator, Photoshop, and Acrobat. Proofreading and prepress skills are a must, and editorial experience is a plus. Lotus Notes experience, familiarity with electronic content management systems and a bachelor's degree preferred. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

System Support Specialist (NWI)

Network World is looking for a customer service oriented individual to join our Systems & Technology team. In this role you will be responsible for supporting desktop/notebook computer systems, printers and basic data center support. This position will also have an opportunity to grow into the networking and telecommunications areas. The ideal candidate will possess 1-2 years of system support experience working with Windows and/or Macintosh operating systems, MS Office, various software packages and hardware support. Strong organizational, documentation, customer service and communications skills are required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Associate Editor (PCW)

PC World seeks an Associate Editor to join its award-winning Reviews team. Responsibilities include tracking new products in assigned beats; pitching product stories for publication in print and online; assigning stories to freelance writers; and editing and fact-checking product reviews. Working in collaboration with PC World's Test Center and copy desk, the Associate Editor will also develop new spins on recurring topics. Candidates must have a working knowledge of the products, players, and current issues in the personal computing industry; hands-on experience with computer products; 2 years of computer magazine writing and editing experience; the demonstrable ability to produce polished product reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. A working knowledge of Microsoft Access and Excel are pluses. Please provide at least two writing clips with resume. Please include cover letter and salary requirements, and reference 'PCW Associate Editor' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

IDG

Current Jobs, Week of April 4, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Edit	Associate Managing Editor	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Sales	Online Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Art/Design	Design Director	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Conf	Conference Manager/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Intern	Media Analyst - Intern	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Associate	Framingham MA or Paran	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales/Account Manager, IT Leadership Council	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
CXO Media						
	Admin	Administrative Assistant (Temporary)	Framingham, MA	Tanya Bureau	tbureau@cxo.com	508-935-4476
	Cust Serv	Member Services Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
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	Edit	Copy Editor	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Features Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Marketing/Client Relations Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	General	Program Director, Healthcare	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist, Temp	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Mktg	Marketing Communications Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Mktg	Senior Marketing Communications Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Prod	Production Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Rsch	Research Director, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Bus Dev	Director of Business Development	San Francisco CA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Financial	Bookkeeper	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Support Center						
	Admin	Receptionist	Boston MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Ventures						
	Admin	Executive Assistant	Boston MA	Anna DiMaria	adimaria@idgventures.com	617-534-1218
InfoWorld						
	Ad Sales	Eastern Online Regional Sales Manager	Paramus NJ	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Admin	Sales Associate	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Mac Publishing						
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Network World						
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	IS	Systems Support Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
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IDC						
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	IS	Desktop Services Team Lead	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Mktg	Marketing Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
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	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, WW Semiconductor, Revenue Forecast	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Healthcare Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker Product	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Moblie and WiFi Infrastructure	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Personal Computing	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Quantitative Research	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Network Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Hardware Channels	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Software and Hardware Support Servic	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Senior Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Worldwide Quarterly PC Tracker	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Sr. Research Analyst, Banking and IT Opportunities	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Research	Research Director, Life Science Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
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IDC - Manufacturing Insights						
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	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Client Service Representative, Forums	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

See more Directions photos with this article on www.idgcentral.com.

Tips for better events

IDG Australia Enterprise Division VP **Davy Adams** offered the following:

- **Use your knowledge of the market to focus on the attendees** and what they want to hear. If a vendor has a technology that isn't going to translate well into a breakfast for senior IT executives then you need to shift the focus to a broader, more compelling topic or find another way to help them get that message to market.

Adams

- **Take ownership of all presentations** — including the vendor's. If the vendor's presentation is too basic, tell them they'll be talking down to potential clients. If it is too much of a hard sell, let them know they'll be damaging their brand and will lose the audience.
- **Never take over a client's event at the last minute**. Those panicked phone calls of, "We have no attendees, and the CEO of our corporation is coming to town next week" should set off alarm bells. You don't want to be left responsible for their failed event. You can do an e-mail rental for them and organize an insert campaign, but don't take responsibility.
- **Be clear about deadlines with clients and speakers** and what the implications are if they aren't met. When a client is told that their CEO's bio won't appear on the next ad if they don't have it to you in time, they move pretty quickly.
- **Maintain a great relationship with your database managers and your online team**. You need these guys to get the bums on seats.

IDC Directions

continued from page 1

with new technology and feature options at a faster and faster rate. She cautioned vendors that not taking the important step of simplifying the selection and decision process for consumers may slow down the purchase of emerging products.

The second set of general sessions focused on enterprise customers. Group Vice President for Vertical Markets **Meredith Whalen** advised IT companies to focus on a target industry sector and provide end-to-end solutions for that, and then expand to other sectors.

IDC Senior Vice President of Research **Frank Gens** wrapped up the morning with a presentation on "The Dynamic Enterprise." He stressed the immediate need to realign business goals with IT goals. In a recent IDC survey, business executives identified the most important IT improvements to better support business: flexible applications, better information access and better communication and collaboration. While realignment could take more than a decade, Gens warned that companies that haven't started may already be at a disadvantage.

In the afternoon, attendees chose from seven tracks: Mobility, Dynamic IT, Business Transformation, Applications, Telecommunications, Vertical Markets and Consumer Markets. There were nine more briefings and special interest sessions, bringing the total number of IDC presentations to 35. "There's no question that we pack a lot into the day," said Senior Vice President of Strategy **Gigi Wang**, who served as moderator for the briefing. "But our clients appreciate that IDC appreciates their valuable time."

IDG WORLD UPDATE

*Research Director **Michael Gerard** and Marketing Programs Director **Louise Revers** from IDC's CMO Advisory group assist customers at the Research Pavilion.*

The conference concluded with Geoffrey Moore, the author of *Crossing the Chasm* and *The Gorilla Game*. Moore gave his assessment of eight of the largest IT companies (IBM, SAP, Microsoft, Oracle, EMC, Cisco, Sun and HP) and how they stack up in the increasingly competitive IT arena.

This year's Directions clearly struck a chord with attendees, as the narrative portion of their evaluations consistently showed one good comment after another, said U.S. Conference Group Marketing Director **Dana Basilone**. "Excellent view of change relating IT to mainstream buyer needs" and "Terrific insight on complex subject matter," were indicative of the positive feedback.

The U.S. conferences kick off the worldwide Directions 2005 conferences that will be organized by IDC offices in more than 40 countries.

*Contact VP/U.S. Conference Business **Elizabeth Cutler** at ecutler@idc.com.* WU

Breakfast briefings

continued from page 1

An average breakfast takes about three months to organize. IDG Australia VP **Linda Kennedy** works on a theme for each event, as well as the look and feel of its marketing campaign. Breakfasts are promoted in *Computerworld Australia* and *CIO Australia*, as well as on the IDG Australia site (www.idg.com.au). Electronic direct marketing messages have proved "by far" to be the biggest driver of attendees, Adams noted. "One of the big selling points for us is that the client simply could not afford, or justify, the level of advertising coverage that our Breakfasts command. A lot of companies don't physically have the resources to get this scale of event off the ground and would not be able to get the level of attendee that we bring. Since clients are usually looking for leads, these events are very measurable in that respect."

The CIO Roundtables offer single sponsors an opportunity to meet in a far more intimate setting with a dozen or so senior executives for a high-level, single-topic conversation moderated by Kennedy. Put together in about a month and organized around a lunch or a wine tasting, approximately 150 potential attendees receive a personalized invitation, "and we easily get our 10 to 15 participants out of that," Adams said. "Any more than that and conversation is unmanageable."

"Clients love the Roundtables," he continued, "because they get some serious big-gun CIOs in a room — something most of them would not be able to do on their own — and can network at the highest level and share their concerns and thoughts."

Contact Davy Adams at davy_adams@idg.com.au. WU

noteworthy people

Promotions

WORLD UPDATE
Stafford

Alan Stafford, senior editor with *PC World*'s Online/Reviews department, is now senior writer. "This switch will let us take full advantage of Alan's feature writing talents," said Executive Editor, Reviews **Tracey Capen**. "Alan will also keep a foot in the editing side as product roundup second-editor and will help with overseeing product reviews in print."
alan_stafford@pcworld.com

WORLD UPDATE
Ettenson

PCW Senior Associate Editor, Reviews **Kalpana Ettenson** has been named senior editor. "Kalpana has been a mainstay of the reviews department, wrangling many types of Top X charts and control-editing difficult feature stories," said Executive Editor, Reviews Tracey Capen. "She will continue to edit product reviews and also apply her fine organizational skills to the challenging job of coordinating our online co-brand relationships and to helping us manage the evolution of PC World's product reviews process."
kalpana_ettenson@pcworld.com

PC World Senior Associate Editor, News **Tom Mainelli** has also been promoted to senior editor. "Tom has been our point person for PC World New Products, both for print and online, a job he has done with style and enthusiasm, which made him the easy choice to oversee the online merger of New Products and Top X product reviews, " said Executive Editor, Reviews Tracey Capen.
tom_mainelli@pcworld.com

WORLD UPDATE
Perenson

PCW Associate Editor, Reviews **Melissa Perenson** has also received a promotion to senior associate editor. "After just a short time working closely with Melissa I've come to realize and appreciate the true depth and breadth of her product knowledge," said Senior Editor Tom Mainelli. "In the case of optical drives and media, not only does Melissa know products, but she knows and understands the technologies that power them and the vendors that produce them. Best of all, she's not afraid to tell those vendors exactly what she really thinks about those products. "
melissa_perenson@pcworld.com

New employees

Mary Cardwell is CXO Media's new director of marketing, Executive Programs, coming from SurfControl where she was director of marketing. She holds an M.A. in professional communications from Clark University in Worcester, Mass., and enjoys spending time with her twin 7-year-old boys.
mcardwell@cxo.com

Tu

Previously a pharmaceutical sales representative with Eli Lilly and Co., **Thanh Tu** joins Computerworld's San Francisco sales office. She holds a B.A. in American studies from Tufts University in Medford, Mass., and enjoys spending time with friends, dining and Pilates.
thanh_tu@computerworld.com

Susan "Scooter" Joyce joins IDC Framingham as a Help desk specialist, coming from her previous role as a user/liaison coordinator with Sun Life Financial. She has a Certificate in computer electronics from Quinsigamond Community College in Worcester, Mass., and enjoys music, softball, bowling and fishing. *sjoyce@idc.com*

PETER SHORT
Joyce

IDC Framingham's GEA Sector Accounts group has hired **James Preskar** as a senior account executive, a title he previously held at the Yankee Group. James earned a B.S. in business administration and economics from Austin Peay State Universityi n Clarksville, Tenn. *jpreskar@idc.com*

PETER SHORT
Preskar

Seung-eun Myung is IDG Korea's new senior editor. He has extensive experience in online media enterprises, having worked at CNET Korea and other firms. He holds a B.A in mass communications and journalism from Han Yang University in Seoul and enjoys snowboarding and hiking.
seungeun_myung@idg.co.kr

Myung

Previously a sales and marketing manager with Singapore international Convention & Exhibition Centre, **Jung-Hee "Julie" Choi** is now a program manager with IDG Korea. She holds a B.A. in communications from Griffith University in Brisbane, Australia, and an M.B.A. from the University of Technology in Sydney. She enjoys traveling and yoga.
junghee_choi@idg.co.kr

Choi

Payroll Administrator **Roberta "Bert" Braga** comes to IDC Framingham from her role as financial specialist with Synchronicity, Inc. Away from her spreadsheets, she enjoys camping and scrapbooking. *rbraga@idc.com*

Jean Costello is the new member services manager for the CIO Executive Council, coming from Viridien Technologies where she was a project manager. She enjoys rock climbing and home renovation. Jean returned to college in 2002 to finish her B.A. in biology, which she received from Mount Holyoke College in South Hadley, Mass., in December.
jcostello@cio.com

Lotus Domino Administrator **Michael Tavares** comes to IDG in Framingham from his previous role as Lotus Notes administrator with Stream International. He is currently pursuing a B.S. in information science at Johnson and Wales University in Providence, R.I., and enjoys landscaping, restoring old cars and "all forms of motor racing."
michael_tavares@idg.com

Transfers

Danielle Tetreault moves from her role as IT Careers account executive to online account executive with CXO Media where she will sell online marketing solutions for CIO.com, CSOonline.com and CMOmagazine.com. She holds a B.A. in English with a concentration in journalism from Framingham State College.
dtetreault@cxo.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Karen Wallace-Lincoln *Network World*

20
Maria Dolores Hermosell *IDG Spain*
Ramón Nacenta *IDG Spain*

19
Judit Fülöp *IDG Hungary*

17
Kirk Campbell *IDC*
Crawford Del Prete *IDC*
Peter Gruber *IDG Germany*

16
Kirsten Højrup *IDG Denmark*

15
Tony Picardi *IDC*
Setsuro Tamai *IDG Japan*
Ken Xie *IDC China*

14
Jill Spooner *IDG New Zealand*
Alessandro Degli Occhi *IDG Italy*

13
Ruth Sager *IDC*

12
Doreen Francy *IDC*
Andre Angeles *InfoWorld*
Andrea Weinholz *IDG Germany*
Mats Eriksson *IDG Sweden*

11
Cheryl Toffel *IDC*
Stephen Graham *IDC Canada*

10
Pamela Prince *IDC*
Robert Gray *IDC*
Aileen O'Donnell *PC Advisor*
Brian Kornegay *IDC Singapore*
Martin Chau *IDC Hong Kong*

9
Linda Quick *IT World Canada*
Victor Falkteg *IDG Sweden*

8
Jarmila Frejtichova *IDG Czech*
Kurt Strebel *IDG Switzerland*
Sumner Lemon *IDG News Service*
Parit Shah *IDG U.K.*
Birgit Nonboe *IDG Denmark*
Simone de Bruin *IDC Benelux*
Michael Schebesta *IDG Sweden*

7
Jerry Yang *IDG China*
Magnus Müller *IDG Sweden*
Karl-Johan Byttner *IDG Sweden*
Davina Yeo *IDC Hong Kong*

6
Carolyn Burton *IDG*
John O'Malley *IDG Corporate Accounts*
Alberto Kaduoka *IDG Brazil*
Joris Evers *IDG News Service*
Caroline Garnier *IDC France*
Helena Linton *IDG Sweden*
Jonas Lindholm *IDG Sweden*
Beata Kolecka *IDG Poland*
Jacquie Wood *IDC U.K.*

5
Robert Mahowald *IDC*
Vladimir Kroa *IDC*
Anne McDonald *PC World*
Frank Wang *IDG China*
Markus Schwerdtel *IDG Germany*
Stephen Bell *IDG New Zealand*
Lisbeth Wistisen *IDG Denmark*
Helle Kierkegaard *IDG Sweden*
Peter Nyström *IDG Sweden*
Johanna Rehn *IDG Sweden*
Masami Kashiwagi *IDC Japan*

4
Kalyan Samanta *IDC*
Annette Berg *IDC Nordic*
Ilona Bíró *IDG Hungary*
Aki Hosokawa *IDG Japan*
Mari Goto *IDG Japan*
Sonia Singh *IT World Canada*
Lia Pitarresi *IDG Italy*
Francisco Soto *IDC Venezuela*
Volkert Deen *IDG Netherlands*
Wilbert de Vries *IDG Netherlands*
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Wanda Zólcinska *IDG Poland*
Magdalena Rajkowska *IDG Poland*
Paolo Pescatore *IDC U.K.*
Hisami Suzuki *IDC Japan*
Daniel Newman *IDC Japan*

3
Sean O'Hara *IDG Global Solutions U.K.*
Lynn Hong *IDG China*
Henry Hao *IDG China*
Hiromi Koyanagi *IDG Japan*
Arne Steinmark *IDG Denmark*
Kent Ong *IDG Singapore*
Connie Chng *IDG Singapore*
Louis Chua *IDG Singapore*
Fausto Schmidt *IDC Brazil*
Joanna Tarnowska *IDG Poland*
Jun-Fwu Chin *IDC Malaysia*

2
Joshua Duhl *IDC*
Yingyi Zou *IDC*
István Csizmazia *IDG Hungary*
Alex Liu *IDG China*
Dirk Limburg *IDG Germany*
Angela Chen *IT World Canada*
Susana Folgado *IDG Spain*
Premi Gokani *IDC U.K.*
Yun-Ting Hsu *IDC Taiwan*

1
Brock Reeve *IDC*
Irena Melnikova *Life Science Insights*
Jie Wu *IDC*
Laurence Grayson *IDG Australia*
Vivia Liu *IDG China*
Jens Quentin *IDG Germany*
Thomas Zeller *IDG Germany*
Bruno Conde *IDG Brazil*
Barry Cronin *Techworld U.K.*
Janine Jadnanansing *IDC Benelux*
Yoong Siat Siah *IDC Malaysia*
Emily Tee *IDC Malaysia*
Neeranuch Kanokvilairat *IDC Thailand*

All business units are invited to send the appropriate information to world_update@idg.com.

One on one

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A We launched our new Custom Events Group (CEG) officially on Oct. 1 when Group VP/CEG **Mike Healy** joined the company. So far, we have closed contracts for three different clients that range from a one-time event to a six-city road show. We've also offered to help other IDG business units if/when they need some extra experienced event "arms and legs" and to that end we've contracted (at highly discounted rates!) to help produce events for both InfoWorld and for IDC. We remain optimistic that this Custom Events Group can be a significant financial contributor to our business.

***Q* What are some of the biggest trends in the events business today? What are exhibitors looking for and how is IDG World Expo responding?**

A Today's major trends are really just a continuation of what we've been experiencing for the last three to four years. Exhibiting/sponsoring companies continue to look for a return on the investment of their marketing funds from their face-to-face activities. Key objectives remain demand (or lead) generation vs. the "visibility" and "mindshare" objectives of a few years ago. And the trend toward vertical/targeted events vs. broad-based events continues. When it comes to generating an onsite audience, content remains extremely important as a strategic differentiator from competitive events. That's why most IDG event organizing groups have a tremendous advantage by offering face-to-face access to our stellar editorial and/or research content and content creators. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

celebrating 10!

Name
Györgyi Birkus

Home
Budapest, Hungary

Joined IDG Hungary
February 1990 as a typographer in the prepress department.

Career path
Typographer, marketing assistant.

Current title
Circulation assistant.

Most challenging part of your job
Trying to establish a personal connection with the customers.

Career highlight
Receiving my 10th anniversary gift from Mr. McGovern.

Most unusual moment at work
One of the customers asked me to marry him.

What's kept you at IDG for 10 years?
I love my colleagues and they love me.

Best piece of advice you've ever received?
Everything comes to those who wait.

Person from whom you've learned the most about leadership?
My boss **Monika Babinecz** (circulation manager) and my husband.

Interests outside the office
Writing love stories and poems

Family
My husband, Imre, and our son Zoltan, 26.

What's the most rewarding thing you've ever done?
Some of my love stories have already been published and they were successful.

What's your favorite thing on your desk?
The pen I received from my son.

Favorite way to work off stress?
Eating delicacies.

What ability do you wish you had that you don't have?
Speaking many languages.

Dream destination
Hawaii and Australia.

Five people — living or dead — you'd invite to a dinner party?
Julius Caesar, William Shakespeare, Richard Gere, Ken Follett and my husband.

Györgyi Birkus *joined IDG Chairman* ***Pat McGovern*** *at the Four Seasons Hotel Gresham Palace in Budapest for a dinner marking her 10 years of IDG service.*

As a child, what did you want to be when you grew up?
A librarian.

Favorite Web sites
Anything with news and recipes.

Possession you'd grab if your house were on fire?
My novels.

Favorite movie of all time?
Franco Zeffirelli's *Romeo and Juliet*.

Pets
A cat called Keci.

Favorite vacation spot?
Lake Balaton in Hungary.

If you won the lottery tomorrow, you would
Buy my own house and travel.

Manager's profile
"Györgyi is an indispensable person on our team. She always radiates good spirits and love, which has a positive effect on her colleagues and clients. She is able to establish excellent personal contact with the customers, which goes a long way toward increasing our subscriber base — and our revenue. Our permanent customers call and visit her regularly; sometimes she is like a psychologist. I am glad to work with her and hope that I can see her smiling face for a long time."

— Monika Babinecz, circulation manager, IDG Hungary

IDG World Update available via pdf

If you would like to receive *IDG World Update* via a pdf file in your e-mail box each Monday morning, please send your request to world_update@idg.com and incude your name, business unit and the e-mail address to which you would like the newsletter sent.

and finally...

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

InfoWorld offers online product guide to business units

To date, ITWorld Canada, Computerwoche, Techworld have licensed database

Last September *InfoWorld* rolled out its online IT Product Guide for enterprise-level product buyers. *InfoWorld* is now offering that database of nearly 3,000 IT products (see sidebar, page 5) to other IDG business units.

IDG WORLD UPDATE

InfoWorld VP, General Manager Online ***Matt McAlister*** *and InfoWorld Director of Engineering* ***Derek Butcher*** *outside InfoWorld's San Francisco office.*

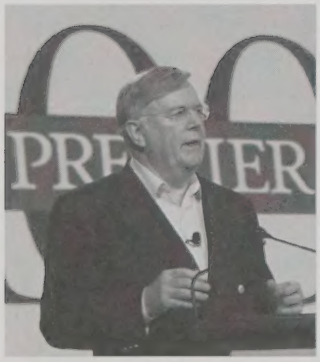
"The idea behind the Product Guide is to offer IT buyers a destination for finding out everything they want to know about any given product so that they can make an intelligent purchasing decision," said InfoWorld VP, General Manager Online **Matt McAlister**. He noted that using the guide is often a customer's last step before deciding to buy a product, "so it also makes a lot of sense for vendors to be involved here, which opens up some great advertising opportunities." Many products in the database can be purchased through resellers, so there will be room to build a transaction model or at least a lead-generation model around it, McAlister said.

"We're still working on all these things, so all the licensees will benefit from what we learn, and we'll expand InfoWorld's potential by learning how others use it," he continued. "I'm sure that some of the other licensees will figure out creative ways to make money with the guide, and we'll either emulate them for the U.S. market or even incorporate their ideas into the base technology so that all the licensees can benefit from the new ideas. It's like having a distributed research and development team."

Each product page in the guide includes a screenshot or photograph of the product, a short description, basic specifications, company contact information and related press releases. If the InfoWorld Test Center has reviewed a product, its review is also included in the product's overview (more than 600 products in the database have been reviewed by the Test Center, with reviews dating back to 2003).

continued on page 5

CW's Premier 100 shines again; features attendee blogs



IDG Chairman ***Pat McGovern*** *welcomed Premier 100 attendees.*

Computerworld's ongoing effort to make its Premier 100 event an experience valued by sponsors and readers alike reached new heights this year. Held March 6-8 in Scottsdale, Ariz., the sixth annual gathering logged 1,070 total registrants — a 41% increase from '04 — of whom 761 were senior IT managers — a 56% increase from '04. A new element this year: Web logs from 14 attendees and CW staff that were featured on Computerworld .com.

"This is the second year running Premier 100 has been the largest and most successful CIO-level IT executive conference in the U.S., as measured by industry metrics and audited by BPA," said Computerworld Executive VP/Strategic Programs **Ron Milton**. The 18 sponsorship slots, five more than last year, sold out, and the event realized a 70% increase in revenue and 100% increase in net

continued on page 2

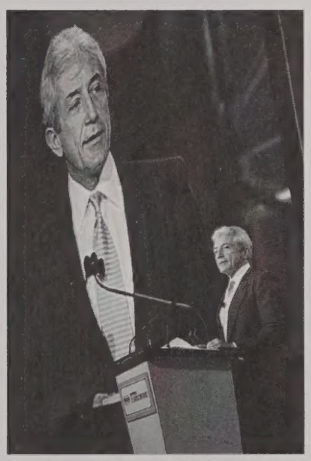
ASA MATRAT PHOTOS

Computerworld Executive Editor/Events ***Julia King****, who served as conference chair for the first time, noted that Premier 100 honorees have "opened [people's] eyes to the opportunities that IT offers."*

Premier 100

continued from page 1

*A subset of Computerworld's Strategic Programs & Events staff join Editor-in-chief **Don Tennant** and Executive Editor/ Events **Julia King** onstage. (L-R): **Chris Johnson**, event operations specialist; **Leo Leger**, VP/strategic initiatives; **Ann Harris**, senior director, event sponsorship sales; **John Amato**, VP/business development; **Shari Ebb**, audience development coordinator; **Chris Leger**, custom events specialist; **Ron Milton**, executive/VP; Tennant; King; **Michael Meleedy**, director, event management; **Colin Longval**, sales program specialist; **Timothy Johnson**, senior marketing specialist; **Derek Hulitzky**, VP/event marketing & conference programs; **Matt Wintringham**, senior marketing specialist.*



*In his March 14 Opinion piece the week after Premier 100, Editor-in-chief **Don Tennant** reflected on the human aspect of technology and commented how attendees value Premier 100 for the relationships they build from year to year. One said, "It's like coming home." Read his column at www.computerworld.com/departments/opinions.*

profit year-over-year.

Attendees had ample chances to network with their peers and learn from presenters and panel discussions how to solve common challenges. This year's theme, "Mastering the IT/Business Connection," addressed, among other issues, how to create state-of-the-art infrastructure; extend flexible and secure supplier and customer connections; and ensure best practices in IT staffing, regulatory compliance and project leadership.

Premier 100 concluded with an elegant dinner to honor 100 IT leaders who have fostered creative work environments, developed innovative approaches to business problems and effectively managed IT strategies. The honorees were nominated by readers and selected by CW staff and a panel of past recipients.

"What impresses me most about our Premier 100 IT honorees is their generosity and enthusiasm for making business work better," said Executive Editor **Julia King**, who served as conference chair. "So many have taken on the role of educator, opening the eyes and imaginations of their bosses, customers and even competitors to the opportunities that IT offers. It's very cool to be in the company of so many smart and creative people."

The voices of IT management — via the blog

According to Computerworld.com VP/General Manager **Martha Connors**, the idea for incorporating guest blogs grew out of trying to envision how to demonstrate Computerworld's tagline, "The Voice of IT Management," online. "Here was an opportunity where these voices could be together in the same place, so we decided to take advantage of that," she said.

A few months ago, Computerworld e-mailed registered attendees and asked for volunteers to share their thoughts and opinions during the event. Fifty responded, and CW selected 10 based on a first-come, first-served basis. The Computerworld bloggers were Editor-in-chief **Don Tennant**, Executive Editor **Mitch Betts**, Online Managing Editor **Sharon Machlis** and Online Projects Editor **Ian Lamont**.

Attendee bloggers used their own laptops, and Lamont set them up with CW's wireless network at the site and explained how to use the open-source tool, Drupal, to manage content. He encouraged them to freely air their thoughts about any of the proceeding, noting the only editing would be for grammar and spelling.

The blog content included more than 90 posts such as speech summaries, spirited disagreement with certain speakers, and commentary on how issues relate to their own companies. "We were concerned people wouldn't have time to blog, but we were really surprised at the level of their involvement," Lamont said. "It created quite a buzz during the conference."

The blogs also made an impact on Computerworld.com, accounting for 7% of the site's traffic on the first day — though significantly higher at several points during the day — and about 3% for the month.

"This was also an experiment to see if our end users can be good content creators on the site," Connors added, "And it worked! These folks are thoughtful, knowledgeable and opinionated — all great things to give more personality to our site. It's also a great way to cover an event and give it more exposure." Several excerpts were included in *Computerworld*'s print coverage of Premier 100 the following week.

Attendee blogging will be part of an overall blog strategy Computerworld.com is developing that will be unveiled in June. Connors said her team is already following up on new ideas to enhance guest blogs and increase potential traffic. The next event to feature attendee blogs will be Mobile & Wireless World June 13-15 in Scottsdale, Ariz.

Contact Ron Milton at ron_milton@computerworld.com, Martha Connors at martha_connors@computerworld.com or go to www.computerworld.com/weblogs. WU

one on one *the interview*

Bruce McCurdy
PC World's online product development manager talks about search engine optimization as this week's guest columnist. Contact him at bruce_mccurdy@pcworld.com.

The impact of search engines on PCWorld.com

- 55% of PCWorld.com traffic is sourced from search engines — up from 43% a year ago, 35% two years ago and 22% three years ago.
- 78% of search engine-sourced traffic to PCWorld.com comes from the combined U.S. and international Google sites — up from 60% last year and 50% two years ago.
- PC World.com had 24 million search-engine sourced visits in 2004.

Bruce McCurdy spoke about search engine optimization at the European Online Meeting in January. His presentation is posted on IDG Central, in the Global Meetings section and the Best Practices Exchange. Go to www.idgcentral.com.

Q What does an online product development manager do?

A My job is equal parts business development, audience development, marketing and R&D. As for my business title, mostly it means I get to develop and test a wide variety of products and services that are new to my business unit, something I find both challenging and fun. What I'll often do is to take some pre-existing asset of PC World, say a collection of articles with a common theme such as how to optimize a PC. Then I'll bundle them with a half-dozen or more pre-licensed utility software applications that fit conceptually with our content and sell it all on a CD-ROM. The core concept is to extend the value of existing assets through a combination of repackaging and the establishment of new distribution channels.

Now, that sounds dry, I know. It's a conservative strategy that minimizes risk. And it's true that our governing philosophy has been to keep initial R&D expenses low while new product lines are in concept and testing phases. Once they become proven revenue drivers, however, we'll expand them appropriately. In baseball they call that "little ball": scoring points via a series of incremental advances. It's not always wise to swing for the fences.

Q We're hearing a lot about search engine optimization. What is it, and why is it important?

A Search engine optimization (SEO) is basically the practice of making Web pages friendly to search engines. I think it's safe to assume that the vast majority of Web sites are built to be friendly to humans, with intuitive navigation, compelling content and engaging design. That's terrific, but how do visitors find their way to the Web site in the first place? Increasingly, the launch pad for Web activity has been the search engine site.

Search engine-driven traffic is simultaneously the cheapest and most abundant source of potential new visitors. It's not enough to simply appear in search results when someone types in a query for "PC World." We need a prominent presence on search engines, and we need a pervasive presence on search engines. If the Web pages of a site like PCWorld.com rank highly on search results listings, more people will see those links and become visitors to our Web site.

To achieve these high rankings, a site's Web pages must be well-constructed and easily consumed by search engine spiders. These software-based Web crawlers are special programs created by the search engine companies to go out and scour the Web for content and then rank the relevancy of the pages it finds against the words and phrases typed into the search engine by end users.

It's important to note and remember that spiders don't see the beautifully rendered pages that we see. They see pages of unprocessed computer code in plain text.

Q Why is page layout important as regards search engine optimization?

A Simply put, a page's primary content block should appear as high up in the HTML code as possible. The problem is that most Web pages must serve multiple purposes. PCWorld.com pages have leaderboard ads, a top navigation bar, a left-side navigation bar, a main content well and a right-side ad bar. If we serve these cluttered pages to search engine crawlers, the spiders can have difficulty sorting out the subject matter for those pages.

One of the things we do is to make sure that Web spiders have access to our printer-friendly pages, pages which are stripped of much of that excess clutter. The key idea here is to serve up a page of legitimate, relevant, focused content. We do not substitute content, nor do we include bogus content. That's called cloaking, and it's a practice that can get you blacklisted if you get caught doing it.

Q How does search engine optimization relate to search engine marketing (SEM)?

A Generally, SEO is free audience development while SEM is paid audience development. SEO involves adjustments and alterations to Web pages that increase their relevancy in relationship to keywords. The investment is usually made with internal staff.

SEM, on the other hand, refers to paid marketing solutions like Google's pay-per-click AdWords program. SEM is best used when a business unit can pin down the value of a given page or pages. Once informed of the value of a visit to these pages, a budget can be established to buy traffic within the profit margin. We might spend a dime, for example, to generate $.12 in ad revenue when the need to fulfill a campaign is dire. It may reduce our profit, but we are much more likely to have a satisfied advertiser whose campaign was delivered as promised.

Q How do you decide which keywords are important? What tools do you use for identifying

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Participants give thumbs up, down to proposed changes to Reviews section

PCWorld.com Editor **Bud McLeod** shared some of the ideas a recent *PCW* reader focus group offered to improve the magazine's Reviews section and some ideas it steered the editors away from.

- Told that *PC World* was considering moving to an "extremely minimalist" form of its Reviews charts, McLeod said readers made it clear that they need "at least some basic information, like the type of CPU and amount of memory, to get any real value out of a chart like that, so we won't be doing that."
- They were not opposed to the idea of merging the New Products and Reviews section into one large section, although they would like to see more software reviews. They were very opposed, however, to anything that would diminish the visibility of new products in the magazine. Product photos in the Reviews section were appreciated, but large photos that essentially had little information were not.
- They use the print product-comparison charts as reference material to keep up with the latest technology and use PCWorld.com to get very detailed product information. They said they appreciated getting enough information from the print charts to make a buying decision.
- They liked having sidebars in reviews that told them about coming technology or gave some buying help. Although they may not be buying something right now, they depend on trends material to make buying decisions down the road.

Panelists were cover-to-cover readers who read the whole magazine and liked being able to get information without being in front of a computer. "I depend on *PC World* to figure out what new technology I need to look at," one said.

PCW editors watch live broadcast of in-house focus group

Setup allows editors to ask follow-up questions, gain valuable feedback

Keeping a literal close eye on its readers and their opinions, *PC World* last month brought eight San Francisco-area readers to its office for a Meet The Editors focus group on changes the monthly was considering for its print and online Reviews sections. Thanks to some clever multimedia wiring of two conference rooms, the *PC World* staff was able to watch and hear the focus group live from a conference room directly above the one in which it was being held.

The focus group members were told that they were being filmed. For the first half of the two-hour meeting, the *PCW* editors took notes on questions they wanted the outside moderator to ask the panel in the second half.

"The event was even more useful than we expected, and watching it live actually affected the outcome," said **Harry McCracken**, PCW VP/editor-in-chief. "The readers were smart, well-informed people who liked what they saw, steered us away from a few possibilities, and gave us some great ideas for making the new section even better."

In return for their thoughts, focus group members, who were all screened for eligibility by phone interviews from a list of 1,500 Bay Area subscribers, were given a breakfast hosted by PC World President/CEO **Jeff Edman**, McCracken and several senior *PCW* editors and staffers, a tour of the PCW Test Center and a gift bag of *PCW* items.

PCW Research Director **Lisa Huck**, who spearheaded the event, said, "this event cost the same as the first one we did last September, but we allocated our funds differently. We spent less on recruitment and more on the interview phase." Instead of cold calling potential panelists for screening, *PCW* opted to e-mail local subscribers and invite them to call to fill out a screening questionnaire. Also, instead of using an expensive overnight getaway as an incentive, *PCW* offered the panelists breakfast and a tour of the PCW Test Center. "Our readers were so thrilled by this, we didn't need any other incentive to encourage them to participate. These cost savings allowed us to hire a professional moderator who has vast experience conducting qualitative research for publishers in the tech industry," Huck said.

IDG WORLD UPDATE

*PC World staff "sit in" on a focus group being held in a conference room on the floor below them. The editors — including (l-r): **Narasu Rebbapragada,** associate editor; **Ed Albro**, executive editor, Features; **Robert Kanes**, creative director; and **Kimberly Brinson**, managing editor; — took notes on the group's critiques and sent further questions to the moderator during a break.*

"This was a lot more cost-effective than most focus-group research, since we did most of the work ourselves and held the event on our own premises," McCracken said. "Now that the rooms are wired, we can do more of these events as our needs warrant. We liked this one so much, we're talking about doing it again within the next six months or so."

For more information contact Lisa Huck at lisa_huck@pcworld.com. WU

Coming up

LinuxWorld Conference & Expo
April 18-20
Metro Toronto Convention Center
Toronto
www.linuxworldcanada.com/

IDC Outsourcing Forum East
April 18-19
The Westin New York at Times Square
New York City
www.idc.com/getdoc.jsp?containerId=IDC_P8470

Grid Computing World China
April 21
An IDG World Expo China event
The Great Wall Sheraton Hotel
Beijing
www.idgevents.com.cn/grid

IDG U.S. Managers Meeting
April 25-26
Boston
Contact: Carole Dean
carole_dean@idg.com

Telecoms Conference
April 28
An IDC Denmark event
Copenhagen
www.idc.com/emea/events

Mastering Partnerships and Go-to-Market Alliances
An IDC Canada event
May 2-3
Ottawa
www.idc.comgetdoc.jsp?containerId=IDC_P10262

Director of Business Development (IDG)

The IDG Corporate Sales Team is responsible for building and maintaining relationships with IDG's top domestic customers and their agencies that result in enhanced customer loyalty and satisfaction. The Director, Business Development will establish a consultative relationship with each assigned key account and will provide value to clients by staying current with competitive, market, and industry information, developing general positioning and pricing strategies, and creating and presenting advertising products optimized for the marketplace. The successful candidate will have strong presentation and highly effective negotiation skills along with a proven ability to creatively represent and sell IDG's domestic portfolio to drive enhanced IDG revenue and profits. Experience interacting with executive decision-makers and the ability to work creatively and to devise innovative solutions to complex sales problems is key. The ideal candidate will have at least 10+ years experience in the IT publishing, research or media sector with emphasis on vendor contact and industry understanding. Qualified candidates must also be detail oriented, self-starting with a strong customer service approach, and possess exceptional communication, analytical and organizational skills. A college degree is preferred. ***Location: East Coast***
Contact: J. McKaughan, Fax: 508-988-7972, Email: jljobs@idg.com

U.S. Correspondent (NEW)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our Boston news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, an impeccable command of AP-style news writing and editing, and the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus. ***Location: Boston, MA***
Contact: E. Heichler, Email: elizabeth_heichler@idg.com

Staff Accountant (PCW)

PC World seeks a Staff Accountant to join its finance team. Responsibilities include performing monthly journal entries; maintaining balance sheet reconciliations; processing inter-company chargebacks; computing commissions; distributing reports; and other duties as assigned. Candidates must have a BS in Accounting with a minimum of 1-2 years accounting experience. Requirements include excellent analytical, organizational, and written/verbal communication skills, plus the initiative to work independently and the ability to manage multiple assignments. Ideally you will have publishing experience and be proficient in Excel, Lotus Notes, MS Word, and Computron accounting software. Please include cover letter, resume and salary requirements, and reference 'PCW Staff Accountant' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Sales Operation Coordinator (WEC)

IDG World Expo is seeking an energetic Sales Operations Coordinator to join our team. The primary role of the Sales Operations Coordinator is to help the sales team achieve its goal of 70% exhibitor retention at resign and to provide top notch customer care to current and prospective exhibitors. In this position, you will facilitate and organize the onsite sales process by which exhibitors secure space for future shows including; planning for the onsite rebook process, designing and assembling rebook and sales kits, creating exhibitor priority order numbers, planning show shipments for sales office and managing the sales office during the event. You will also be responsible for the administration of our VIP program for potential exhibitors and our preferred customer program. The Sales Operations Coordinator will also send out welcome packages to all exhibitors upon receipt of a contract. Qualified candidates will possess 2 plus years experience in a sales operations role, preferably in the events industry. We are looking for someone who has the ability to manage multiple tasks and support an environment that helps our sales team to reach and exceed their sales goals. Ideal candidates will have an eye for detail, a can-do attitude and experience in an entrepreneurial setting. This position also includes travel to several of our events (20%). ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

IDG

April 11, 2005

Senior Research Analyst, Enterprise Networks (IDC)

IDC's Enterprise Research Group is seeking a Sr. Research Analyst to cover trends in enterprise communication infrastructures. The Enterprise Networking Program is widely respected for research into emerging markets like wireless LAN and IP telephony as well as core network infrastructure switching and routing. We are seeking an analyst to take a leading role in studying enterprise communications infrastructures. This analyst will be responsible for gathering qualitative and quantitative information, and then synthesizing and analyzing multiple industry trends in a logical and forward thinking manner. Responsibilities include: Develop research and forecast models for existing and emerging network equipment markets; Identify and produce networking research with a compelling value proposition for both existing and new clients; Gather and analyze survey, financial and economic data; Coordinate market sizing, forecasting, and market taxonomies with IDC analysts around the world; Work with IDC clients on their requests, inquiries, and consulting projects; Develop strong relationships with industry vendors, financial analysts on Wall Street, enterprise network managers, and the press; Develop a rapport with the entire Enterprise Computing group to gather information and identify key market trends and dynamics in the enterprise. We are seeking candidates with strong writing skills, public speaking, a working knowledge of the networking industry, and professional experience in the networking industry with experience in competitive intelligence, market forecasting and market segmentation. A bachelor's degree or higher is required. The role can be based in IDC's Framingham, MA or San Mateo, CA offices with limited travel to start. Relocation is not provided for this role, but remote locations will be considered. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

VP, Customer Experience Practice (IDC)

IDC's New Ventures team is searching for an accomplished researcher and business leader to build a new research practice. This new practice will provide IT vendor sales and marketing executives with the customer information they need to make better strategic and tactical decisions. The research is heavily quantitative and will span the entire customer development life cycle from initial awareness building through implementation and on-going service. The successful candidate will have a core competency in managing a wide variety of quantitative research projects to completion, developing strong analysis, insights and recommendations based on the research and packaging the information in creative ways for easy access and consumption by sale and marketing executives and their teams. In addition, he/she has had significant direct experience in or with sales and marketing organizations, is familiar with the questions they ask and the customer relationship issues they struggle with, and has a successful track record of responding to such needs with research-based solutions based on sound methodology. The candidate has further demonstrated the following in previous professional positions: strong written and verbal communication, strong client relationships, building efficient research and business processes, and working successfully within complex organizations. 10+ years of experience and a bachelor's degree is required. This job will require travel. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Regional Sales Manager (IGS)

IDG Global Solutions is seeking a highly motivated, focused and disciplined Regional Sales Manager to lead the strategic development and growth of the IGS APAC international sales offices and representative partners. The successful candidate will have overall management responsibilities including agreed revenue and expenses. The initial focus of this position will be in driving media sales through our IGS sales representatives and selling with agencies in Hong Kong and Singapore. This person will be responsible for working at a senior client level, including our top ten IT vendors, across the APAC region as a whole. Candidates must have a proven track record in managing highly complex and high value sales. Requirements also include strong analytical and organizational skills together with the ability to close major business deals. The successful candidate will be flexible and adaptable, with exceptional communication skills and ability to build excellent business relationships both internally and externally. A bachelor's degree as well as a minimum of 5 years experience within the IT publishing sector is desired. Previous management experience a plus. ***Location: Singapore***
Contact: J. McKaughan, Fax: 508-988-7972, Email: jljobs@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Test Center Reviews popular component of guide

A product's overview page on InfoWorld's IT Product Guide may contain some or all of the following information:

- Product overview and test score (from both the InfoWorld Test Center and registered Product Guide users)
- User reviews, limited only by the guide moderators
- Company data
- Buying information
- Related articles from *IW* and, in the future, other IDG publications
- Press releases
- Related Web log mentions and feeds
- Related products
- Competitive products
- Vendor white papers

The most popular page for any given product is the InfoWorld Test Center Review, according to InfoWorld VP, General Manager Online **Matt McAlister**. "We've had less success getting users to contribute reviews to the Product Guide, though we haven't pushed that feature very hard yet. We've added a feature that links back out to the blog community from within each product. We're trying to find ways to harvest user-contributed content, and much of the good content is already posted on people's blogs."

The Product Guide also offers an RSS feed with each product, so that users can follow the dialog about any given product as it evolves. "These outreach efforts will hopefully create a center of gravity around each product. And by working with more IDG licensees, we have the opportunity to collectively lead the conversation on IT products and raise the barrier to entry for competitors," McAlister said.

InfoWorld product guide

continued from page 1

Early last December, ITWorld Canada became the guide's first IDG licensee and test case. IT World Canada.com General Manager **Nicole Filiatrault**, led the Toronto-based team, which included IT Manager **Vince De Castro** and Business Development Manager **Phil Almeida**, in getting the guide up and running on their site.

Filiatrault said ITworldcanada.com licensed the guide as part of a general site overhaul. "Our current visitors — Canada's enterprise IT executives and professionals — had already expressed a desire to get more product information from a reputable source, and no one else in Canada is offering this information on enterprise-class solutions."

Filiatrault said that clients who previewed the guide were very interested in it as an advertising opportunity. She also praised the support her team has received from *InfoWorld*. "At the moment, we have a six-month agreement, which we will revisit in June. We were the first to jump in, and neither of us had any idea how long the integration would take, how much support they would need to provide, or how quickly we would get results. [The *InfoWorld* team was] available — seemingly day and night — to answer questions."

Clients who previewed the guide were very interested in it as an advertising opportunity.

Germany's *Computerwoche*, which also has a six-month license, began offering the guide earlier last month as part of a site overhaul timed to coincide with the CeBIT IT trade show in Hannover, Germany.

The reason was "very simple," said *Computerwoche* Editor **Manfred Bremmer** — "to attract more readers and advertisers. You have to provide more and different content than your competitors. Based on our experience with other product reviews, the guide is excellent stuff for our readers, and it provides additional, highly focused advertising opportunities in clearly focused content areas."

U.K.-based Techworld will be the next to roll out a version of the InfoWorld IT Product Guide, probably in the next several weeks. McAlister said the Techworld staff raised an issue that all guide licensees have to deal with — localized content. "There will likely be cases in which U.K. companies that supply the U.K. market are not listed. There will be cases in which international companies list U.S. contact information in our version of the data. There will certainly be cases in which IDG sites will want to connect with local partners for their data."

InfoWorld Director of Engineering **Derek Butcher** built the database of products in such a way that any licensee can manipulate it for its own needs, McAlister said. The licensees can look at the guide's XML feed that InfoWorld continually updates. They can pull that feed onto their servers and then create a template using XSL, a stylesheet system that lets a Web server publish pages dynamically from data provided in XML format. The feeds also include all the relationships with other information such as company data, related articles, and taxonomy tags in a clean, easily understood format. "So each licensee can add their own content, amend what we have provided, plug in other data sources or whatever to customize it for their site," McAlister said.

Computerwoche's Bremmer said it is "very simple" to add German content to their guide, such as an abstract of the review, regional information and links to *Computerwoche* articles about the product. "We're also thinking about adding other regional content, maybe even our own reviews," Bremmer said. (According to McAlister, the *Computerwoche* team translated every description in the Product Guide from English to German for their version of the tool — "an amazing accomplishment.")

Besides Butcher, McAlister also lauded InfoWorld [Online Producer] **Tim Moynihan** as "the other hero involved in getting this product to where it is today. He keeps very high standards for data quality, which is what will differentiate us in the long run. Tim is getting ready to roll out Top 10 lists and other tools that will really make the product sing. All of this will be available to licensees."

McAlister said *InfoWorld* is charging a flat monthly rate to license the content and data feeds. "We explored some other models such as revenue sharing, but it seemed to make more sense to encourage each licensee to figure out how they want to make money from the guide and let them own that."

McAlister said he was "pleasantly surprised" with the traffic the guide has received — from zero in September to 40,000 unique page views in November to currently more than 80,000 unique views. "One thing we felt was important was to make sure it was optimized for search engines," he stressed. "This included things like full product names in the URLs and high keyword density. Now if you search Google for almost any product in the guide, you'll find the *InfoWorld* listing either among the top 10 or, in many cases, right below the vendor's link."

For more information, contact Matt McAlister at matthew_mcalister@infoworld.com. WU

noteworthy people

New employees

PETER SHORT
Chin

IDC Framingham has hired **Kwon (Ken) Chin** as a research manager in the Document Solutions group. He was previously a securities and investments consultant at TowerGroup. He earned a B.A. with a double major in history and English from Brandeis University in Waltham, Mass., and an M.B.A. from Babson College in Wellesley, Mass. He enjoys reading, writing fiction and poetry, golf, video games and "tinkering with technology." He said he just "survived the first year of dog ownership" with a Maltese named Songee. *kchin@idc.com*

Norm Olean joins Network World as director of business development, coming from Monster, where he was VP of product management for Monstermoving. A graduate of Boston's Northeastern University, he holds a B.S. in electrical engineering. He owns a successful United Parcel Service Store in Providence R.I., and works with several online startups providing marketing and product positioning assistance. He is also an advisor and board member for a pet accessory company called Canine Designs (www.caninedesigns.net). *nolean@nww.com*

CXO Media's new program and organization administrator is **Jill Paquette**. She was previously an account administrator with Fiduciary Trust Co., and prior to that an administrative assistant with Wellington Management. She holds a B.S. in sociology from New England College in Henniker, N.H., and enjoys skiing, golf and cooking. *jpaquette@cxo.com*

Hicks

Jennell Hicks is CXO Media's new San Francisco-based online sales manager for the *CIO, CSO* and *CMO* sites. She recently worked at George P. Johnson as a senior exhibits and sponsorship sales manager, responsible for delivering an enhanced partner relationship to clients, sponsors and exhibitors, in addition to creating custom marketing promotional opportunities and sponsorships. She is studying gor a degree in business from the College of Marin in Kentfield, Calif. Currently training for a marathon, she also enjoys cycling, hiking with her dog and "a good, old-fashioned barbecue" with friends and family. *jhicks@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

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PCW's best keywords?

A PC World is editorially driven, and so we start by making a list of those words and phrases that most appropriately describe our content and our mission. Then we use tools like Overture's Keywords Selector Tool (hint: search for "keyword selector" in your search engine) to discover how well our list matches up with similar words and phrases that have been submitted to their search engine over the period of a calendar month. We'll often find a slang term like "DVD burner" gets used far more often in search queries than the more formal "DVD recorder."

Once armed with a list of optimal keywords, we try to use them where appropriate and in as many places as we can. The repetition of those keywords and phrases tells a search engine crawler that a Web site has a lot of content on those subjects. This concept is often called "keyword density."

Now, where is it best to use this list of keywords? First, in your content: the title of your articles, the article description and the article body. Consideration must be given to balancing usage with readability, but fortunately we all work with top-notch editors who know how to strike that balance. Second, keywords should be used in your HTML title tags and in the HTML meta tags for "keywords" and "description." Third, they should be used in site navigation where appropriate, and in footers and site maps. They should also be attached to images as alt tags.

***Q* How are HTML header tags used on Web pages and how do they relate to search engine spiders?**

A Just like a title tag, the content featured with an <H1> header tag is assumed by spiders as a key descriptor of the content on that page. Many Web designers will set up pages to use the same phrase in the HTML title tag as well as in the article headline. Search engineers recognize this and program the spiders accordingly. There may perhaps be no better place to use your optimal keywords than in these title placements. WU

Classified ads on IDG Central

Making plans for your next vacation? How about a beach house on the coast of Maine? Or a three-bedroom cottage in Osterville on Massachusett's Cape Cod? Or Maybe you'd prefer a Miami beach condo with maid service, gym access, a pool and valet parking? If you're a scuba diver, you might be interested in a beachfront penthouse condo in the Grand Caymans with an onsite PADI scuba diving shop. And who wouldn't want to spend a week in a quiet, completely renovated farmhouse in the heart of France's wine country near the village of Ormes, featuring two bedrooms, a big garden and nearby monasteries and good restaurants?

To learn more about these properties and more as well as other items for sale or rent, check out the Marketplace on IDG Central at www.idgcentral.com. If you need a login and password, there is a form on the homepage that you may use to request one.

Contribute your questions, ideas

*Employees are encouraged to send suggestions for columnists they would like to see in the "One on one" column. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Val Sanclemente *IDG Paper Services*

18
Patricia Sims *IDG List Services*
Steve Tozeski *IDG List Services*

17
Rick Pastore *CXO Media*

16
Bob Sawdon *CXO Media*

15
Mª Rosa Rodriguez *IDG Spain*

14
Jill Spooner *IDG New Zealand*

13
Maggie Murphy *IDG*

12
Ellen Fanning *Computerworld*
Lisa Golden *IDG List Services*

11
Lorraine Cosgrove Ware *CXO Media*
Fredrik Agrén *IDG Sweden*

10
Lucy Docherty *IDC U.K.*
Mª Yolanda Martinez *IDG Spain*
Henry Morris *IDC*

9
Puni Rajah *IDC Singapore*
Satoshi Yoshida *IDG Japan*
Susan Brown *IDC*

8
Natale Russo *IDG Entertainment*
Katarina Strömberg *IDG Sweden*
Kevin Krull *IDG*
Dawnette Gordon *IDG U.K.*
Sumner Lemon *IDG News Service*
Yoshiko Mimura *IDG Japan*

7
Sandra Kendall *CXO Media*
Joanna Nilsson *IDG Sweden*
Jane Jordan *IDG*
Paolo Lombardi *IDG Italy*
Daniel Behrens *IDG Germany*

6
Helena Persson Brage *IDG Sweden*
Lauren Costello *IDG List Services*
Maro Eremyan *Network World*
Eileen Quan *PC World*
Jennifer Lapio *IDC*

5
Stephen Bell *IDG New Zealand*
Joakim Allwin *IDG Sweden*
Rosemary Kelly *IDG World Expo*
Manuela Eue *IDG Germany*
Justin Khaksar *IDG Global Solutions EMEA*
Sandra Rossi *IDG Australia*
Timothy MacKay *Connell Communications*
Bill Cappel *Mac Publishing*
Jason Spaulding *IDC*

4
Vicki Cui *IDC China*
Dylan DiGregorio *CXO Media*
Dan Timberlake *IDC U.K.*
Stacy Cowley *IDG News Service*
Scarlet Pruitt *IDG News Service*
Chad Dickerson *InfoWorld*
Willis North *IDC*
Greg Ireland *IDC*

3
Julie Finney *IDC U.K.*
John Yurewicz *IDG World Expo*
Shelley Aronson *IDC*
Joseph Zeliger *Manufacturing Insights*

2
John Danielowich *CXO Media*
Jennifer Richards *CXO Media*
Teri Marsh *Network World*
Eric Butterfield *PC World*

1
Ye-Ri Park *IDC Korea*
Rick Sheehy *CXO Media*
Kristina Sweet *CXO Media*
Anders Blomqvist *IDG Sweden*
Andrew Pamphilon *Macworld U.K.*
Julia Vobker *IDG Germany*
Daniela Nalbant *IDG Germany*
Jacqueline DiPerna *Network World*
Tim Lohman *IDG Australia*
Dahna McConnachie *IDG Australia*
Ben Veechai *InfoWorld*
William Wang *PC World*
Jared Berezin *IDC*
Lewis Ward *IDC*

All business units are welcome to send anniversary information to world_update@idg.com.

celebrating 10!

Name
Lin Jing

Home
Beijing

Joined IDG
June 1994

Career path
June-August 1994, Advertising Department, *Electronic Engineering and Product World*. September 1994-1999, Advertising Department, *Telecom World*. 2000-present, Sales Manager, Advertising Department, *Telecom World*.

*IDG Chairman **Pat McGovern** escorted **Lin Jing** to dinner in Beijing in honor of her decade of service to IDG publications in China.*

Most challenging part of your job
Developing new clients.

Best part of your job
Before I joined IDG, I was very shy and not good at communication. After taking the job as a salesperson, my communication ability has improved.

Moment at work you will never forget
When I signed my first big contract with a client.

Best way someone could compliment you on your work?
Say that I am dedicated.

Of what accomplishment at work are you most proud?
Reaching my sales target every year.

What talents do you wish you had that you don't have?
Being fluent in English and having better management ability.

Interests outside the office
Reading and shopping.

Family
My husband Zhang Siyao.

What did you want to become when you were a child?
A teacher.

Retirement dreams?
Traveling around the world and building a Hope School for kids in poverty-stricken areas if I have enough money.

Manager's Profile
"Lin Jing does everything in good order. She has become very experienced in advertising and has a large number of clients. She is now very well known in the telecom advertising field."

— Jiang Yanqing, publisher, Telecom World

celebrating 10!

Name
Håkan Ogelid

Home
Stockholm, Sweden

Joined IDG Sweden
August, 1994. Hired as Special Project Editor at *Computer Sweden*.

Current title
Managing editor. We started to publish *Computer Sweden* three times a week as a morning paper six years ago. My most important job is to handle top stories for our front page and create the headlines three times a week.

Most challenging part of your job
To keep our readers totally addicted to seeing what we have on our front page three times a week.

Best part of your job
The process of going from a "zero-situation" to a good story that's good enough for the front page.

Memorable moment at work
The morning several years back when I offered expert comments in the Microsoft case on two TV stations and two radio stations.

I joined IDG because
I was editor in chief of a trade magazine called *Master of Engineering* but I wanted to work for a publishing house instead of a trade organization.

What's kept you at IDG for 10 years?
The challenge to take a weekly to almost a daily frequency.

Best compliment on your work
When someone says: "You create headlines like those in a news tabloid."

Best piece of advice you've ever received?
Journalism is all about planning, and you can find news in every situation and in all places.

Interests outside the office
Gardening, carpentry, reading, traveling and strength training.

Family
My wife Berit and I have a son, Artur, 18, and a daughter Linn, 16.

Most rewarding thing you've ever done?
Becoming a father.

Favorite way to work off stress?
Strength training

What talent do you wish you had?
To be able to sing.

*IDG Chairman **Pat McGovern** (l) escorted Computer Sweden Managing Editor **Håkan Ogelid** to lunch in honor of his 10 years of service to the company.*

Dream destination
Shanghai

Five people — living or dead — you'd invite to a dinner party?
Bob Dylan, Isadora Duncan, Fyodor Dostoyevsky, Marylin Monroe and Winston Churchill.

As a child, what did you want to be when you grew up?
An explorer.

What is your favorite thing to do that doesn't cost any money?
Take a walk in the forest.

Favorite vacation spot?
Simrishamn on the south cost of Sweden.

Manager's profile
"When Håkan, 10 years ago, came to *Computer Sweden* as editor for new products and longer feature stories it very soon became clear that he is an excellent news journalist. And in a very short period of time he was responsible for our news section. As such he has played a key part in our successful challenge to be a mixture of newspaper, IT book and business magazine. Håkan knows half of the Swedish IT community and knows what they want to read — and gossip — about."

— Lars Dahmén, editor-in-chief

Request passes for New England Aquarium, Boston Museum of Science

As a corporate member of the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for both venues. New England Aquarium passes are good through November 2005 and you may request up to four passes. Museum of Science passes are good through December and you may request up to eight.

Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update @idg.com. Please give us your name, business unit address and number of passes you would like to receive.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG France, VNU await approval of joint venture

Although still subject to final approval by the French government, IDG France and the French subsidiary of Dutch-based VNU are moving ahead with plans to combine their two operations in France and form a joint venture to be known as IT Media Partners France. The new company, which will operate from the IDG France offices, will offer a complete portfolio of the two companies' business-to-business and consumer technology publications. IT Media is expected to begin operation on May 1.

IDG and VNU will each retain a 50% ownership position in IT Media, which will have combined annual revenues of approximately 32 million EUR (US$41.3 million), making it the No. 2 technology publisher in France behind Groupe Tests. According to IDG France CEO & Country Manager **Eric Ochs**, who will serve as the new company's managing director, the timing of this move bodes well for IDG and VNU as

continued on page 2

New column debuts in *IDG World Update*

In response to feedback from our recent online survey, the editors of *IDG World Update* are launching a new column — Ask the Experts. IDG employees are invited to send questions they may have about any aspect of IDG's business, challenges they are confronting, or, as in the case of this week's question, technology issues on the home front. The editors will track down an appropriate "expert" to address the question. This week's expert, IDG International Publishing Services' **Don Botts**, tackles a question about security and wireless networks. See page 6.

Botts

IDG launches wholly owned subsidiary in India

OutSourcing World due in July

With the recent liberalization of laws governing foreign ownership of publishing companies in India, IDG has moved quickly to become the first overseas publisher to set up wholly shop in this burgeoning market. Under the newly relaxed regulations, foreign publishers of scientific and technical media may now retain 100% ownership of their companies. IDG India, based in Bangalore, will produce both print and online publications, beginning with *OutSourcing World* this July. Indian editions of *CIO* and *Computerworld* are planned for the second half of this year.

OutSourcing World will initially circulate primarily in the U.S. and U.K.

continued on page 4

IDGE uses 200th issue to unveil *GamePro* redesign

With 16 years and 199 issues behind them, IDG Entertainment's *GamePro* is going forward with a new design for its evolving audience, starting with the May 2005 issue.

EUGENE WANG

*(L-R) Fighting over their latest issue are GamePro staffers **Francis** Mao, director of editorial and creative services; **George Hu**, designer; **Linh Ngo**, design intern; **Lindsay Young**, senior editor; **Jessica Dryden-Cook**, copy editor; **Sid Shuman**, assistant editor; **Eugene Wang**, associate art director; **Jane Pinckard**, assistant editor; **Jennifer deGraff**, managing editor; **Shelly Reimer**, production director; **Mike Weigand**, senior editor; **Akitomo Sugawara**, international news editor; **Brian Ho**, design intern; **Michele Nelson**, production manager and staff photographer.*

Director of Editorial and Creative Services **Francis Mao** said it has been four years since the last major redesign of the Oakland, Calif.-based monthly. "The video game market is exploding and always cutting-edge," he said, "and the look of our magazine and style of our editorial must reflect it."

Mao said the redesign took about five months of planning and two months of design work. "It is a complete collaboration between every department of Creative Services — editorial, design, production — going over every element, format and department of the magazine and deconstructing it completely." Every employee in Creative had equal input, he added, and editors were encouraged to comment on design and vice versa. IDG Entertainment President **Dan Orum** and the sales and marketing teams also weighed in on the new design's industry viability and client reactions. "*GamePro* is a true collaborative effort, every printed page is

continued on page 5

in brief newsworthy

Latest publication profit margin report is available on IDG Central

Each month, *IDG World Update* publishes the names of the publications with the highest profit margins in seven of the company's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. Below is a partial list for February.

CW/IW publications
1. *Computerworld Bulgaria*
2. *Computerworld Espana* (Spain)
3. *Computer Sweden*
4. *Computerwoche* (Germany)
5. *Computerworld Singapore*

PC World publications
1. *PC World Norge* (Norway)
2. *PC for Alla* (Sweden)
3. *New Zealand PC World*
4. *PC World Hungary*
5. *PC World Espana* (Spain)

Macworld publications
1. *Macworld Espana* (Spain)
2. *Macworld* (U.S.)
3. *MacWorld* (Sweden)
4. *Macwelt* (Germany)
5. *Macworld U.K.*

Networking publications
1. *Networld* (Poland)
2. *Nettverk & Kommunikation* (Norway)
3. *Network World* (Japan)
4. *Network World* (U.S.)
5. *Comunicaciones World* (Spain)

Reseller publications
1. *IT-Bransjen* (Norway)
2. *Australian Reseller News*
3. *Distributique* (France)
4. *Computer Partner* (Germany)
5. *Dealer World* (Spain)

Games publications
1. *GameStar* (Poland)
2. *GameStar* (Germany)
3. *GameStar* (Hungary)
4. *GamePro* (U.S.)
5. *GamePro* (Germany)

CIO publications
1. *CIO Japan*
2. *CIO Germany*
3. *China CEO & CIO*
4. *CIO Australia*
5. *CIO* (U.S.)

IDG France, VNU

continued from page 1

it is widely expected that Groupe Tests will be sold within the next 18 months to an investment fund or a press operator/industrial group. In either case, "Groupe Tests will have to face the highly competitive French market under new ownership, which will provide an opportunity for IT Media to capitalize on the uncertainty surrounding such a transition," he said.

Joining Ochs on the management team for IT Media will be two executives from VNU: **Juliet Parker**, who will serve as managing director of the consumer titles; and **Anilda Billion**, who will serve as finance director.

IDG France, which will turn 25 this year, publishes *Le Monde Informatique*, *Distributique*, *Reseaux & Telecoms*, *CIO*, *CSO*, and *Digital World*. VNU produces *Computer Reseller News*, *SVM*, *SVM Mac*, *PC Expert* and *PC Direct*.

For more information, contact Eric Ochs at ochs@idg.fr. WU

IDG Magazine launches *PC-WELT* brand extension targeting parents

Looking to test the waters of a potential new market, Munich-based IDG Magazine Verlag last month launched a special issue of its monthly *PC-WELT* magazine aimed at parents of computer-savvy children ages 8 to 15. *PC-WELT Family* aims to give parents the tools to help them support their childrens' use of PCs for school work and entertainment while keeping them safe on the Internet.

"Many parents are worried by issues such as safety on the Internet or which games are appropriate for their children," noted **Michael Lohmann**, editor-in-chief of *PC-WELT*. "*PC-WELT Family* is a special-interest title that shows parents how to help their children use the new media and new technologies without danger."

Lohmann said early response to the title has been positive with approximately 2,000 copies of the 132-page magazine ordered in advance from www.pcwelt.de/shop. The issue will be available on the newsstand at a cost of EUR 7.60 (US$9.80) for the next three months.

PC-WELT Family is divided into three main sections: All About PCs, School Scene and Fun & Games. The publication offers advice on purchasing software and hardware appropriate for children as well as information about the various tools designed to restrict children's access to inappropriate sites and safety tips for surfing on the Internet.

In addition, *PC-WELT Family* includes a CD that contains the full version of a popular childrens' title, *Emil and Pauline on Safari*, which is aligned with the country's math and German language curricula for fifth grade. The CD also contains a variety of freeware and shareware tools and safety utilities.

According to **Axel Beisner**, publication manager at *PC-WELT*, the company's market research pointed to a growing demand among readers for this type of publication. Currently, *PC-WELT Family* is the only such publication on the German market, although mainstream parenting magazines occasionally provide computer-related editorial coverage.

Lohmann said that although his group is still awaiting newsstand sales information, he is confident that they will produce another issue of *PC-WELT Family* in the new fiscal year.

For more information, contact Michael Lohmann at mlohmann@pcwelt.de. WU

IDG World Update available as a PDF

If you would like to receive *IDG World Update* via a pdf file in your e-mail box each Monday morning, please send your request to world_update@idg.com and include your name, business unit and the e-mail address to which you would like the newsletter sent.

one on one the interview

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

"I can't promise more or fewer such deals, but I have promised not to leave unprofitable IDG business units 'as is' forever."

Q Can you explain the reasoning behind the planned joint venture between IDG France and VNU?

A IDG and VNU were tied for second place in the French IT media market behind a company called Groupe Tests, and both IDG France and VNU France had lost money the last few years in France as the vendor side of the French IT market consolidated, and the French economy struggled. IDG has stronger B2B publications today in France, and VNU has stronger consumer publications, and both companies were facing big investments in Web technology so a deal that combined "back office" functions and optimized the two publishing portfolios to produce stronger publications made sense for all. IDG is committed to producing quality content in every country it does business in, but it is also committed to making a fair profit in every country so IDG can keep investing in quality and growth.

Q Will there be more deals of this type between IDG business units and other competitors?

A Partnerships, joint ventures and the buying and selling of publications have always been part of IDG's business — all over the world. I can't promise more or fewer such deals, but I have promised not to leave unprofitable IDG business units "as is" forever. Mergers like the VNU one don't result from a few bad quarters or a predictable shift from print to online business models. They come when a market has deep structural or economic problems that make a partnership better for readers, advertisers and publishers.

Q I've heard you mention that advertising on the Internet resembles that which was being done on television in the 50s. Can you explain what you mean by this?

A In the 1950s in the U.S., television was free to users, the big broadcast networks were still alone and growing, and clients and agencies were still figuring out how much advertising TV programs should contain, how ads should be packaged, priced, delivered and regulated. News, entertainment, education and public affairs content practices all were evolving. This process continued almost ad hoc from the late 1940s until the mid-1960s when broadcast TV matured as a medium. Television veterans aged 70 or more look back on the 1950s as the Wild West of advertising and content creativity, which led to standards that stood for roughly 50 years. In the last decade digital cable, satellite, interactive, HDTV, pay-per-view and other innovations have revolutionized the TV medium, but they were evolutions from basic standards set in the 50s. The 50s of the Internet are today!

Q What is your opinion on the future of blogging and podcasting?

A Great writers always need publishers. Great actors will always need producers, great singers will always need impressarios and record labels. Creating great content is one job, and branding and delivering it are part of another. Some bloggers will build publishing companies, but most will prefer to stay small or partner with media companies like IDG which create (and/or distribute) *branded* content that B2B and consumer readers and advertisers trust and coalesce around.

Q Is the consumer publishing industry facing the same erosion in print advertising revenues that is plaguing the trade media?

A Yes. But, thanks to subscriber and newsstand revenues, consumer magazine publishers get a smaller percentage of their overall revenues from print advertising. Also, the Web is not as important — yet — in the buying process for many goods and services advertised in broad consumer magazines. In newspapers, it's the opposite: think about how the help wanted, real estate sections and classified advertising sections of newspapers have been hurt by Monster.com, eBay, etc.

Q You have been quoted often lately as encouraging business unit presidents to look for new investment opportunities. Is IDG actually making investments in new business?

A Absolutely. We continue making investments at IDG business units around the world, both large and small especially in online projects. Earlier this month we approved new online investments in Australia and Hungary. On a larger scale, IDG is building a new subsidiary in Bangalore, India, which will produce the full array of IDG products and services for that country's growing market. The first Indian publication and Web site — *OutSourcing World* for the growing global outsourcing community — will launch in July. Additional titles will follow in this calendar year. In Korea, IDG recently acquired one of the leading online information media and marketing service companies to become the core of a new IDG subsidiary there. IDG Korea will be an online-only operation with no print component. South Korean law prohibits foreign ownership of more than 49% of publishing companies, but there is no restriction on foreign ownership of Web companies. WU

What's on your mind?

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

IDG India

continued from page 1

IDG plans to invest some $20 million in its Indian operations and employee up to 200 professionals within the next five years, according to IDG International Publishing Services President & CEO **David Hill**. "India is rapidly becoming a major technology center spurred by the explosion of outsourcing services," he said. "We would have launched a company in India 20 years ago if the law had allowed it. We are very pleased by the changes in Indian law that now allow us to control our own destiny in this promising market." India is expected to be one of the world's largest economies within the next two decades. According to IDC India, its domestic IT market will be the fastest growing market in the Asia/Pacific region, predicted to grow at 21% in 2005 over 2004.

The first five employees of IDG India include (l-r): ***Louis D'Mello, R Giridhar, Veena Lokesh, Naveen Chand Singh*** *and* ***Bringi Dev.***

Heading up the new subsidiary is President **Bringi Dev**, who brings more than 26 years of management experience — most of it in the Indian IT industry with companies including Wipro, IBM and Compaq. Joining him are **Louis D'Mello**, chief operating officer, who has more than a decade of experience in the media and publishing business with titles including *Business India*, *Chip*, *Digit*, *Computer Reseller News* and *SKOAR*. **R. Giridhar** will serve as editor of *OutSourcing World*, coming from an eight-year stint with trade publisher Global Sources in the Philippines and Singapore. Business Manager **Naveen Chand Singh** joins IDG India from Cyber Media India where he was national sales manager, and Executive Assistant and Office Manager **Veena Lokesh** brings more than 10 years of experience with I-Flex, the BBC and Living Media.

Capitalizing on India's role as the world's leading provider of IT-enabled outsourcing services, IDG India will launch *OutSourcing World* with an initial controlled circulation of 30,000 in late June (July cover date). A companion site — www.oswmag.com — will launch simultaneously. The English-language monthly will initially circulate in the U.S. and U.K., currently the largest procurers of outsourcing services. Approximately 5,000 copies will circulate domestically. Over time, circulation will spread to emerging markets for outsourcing services including Germany, Japan and other countries, Dev said.

The audience for *OutSourcing World* consists of senior corporate executives, project and IT managers charged with evaluating and/or contributing to critical outsourcing decisions related to contract management, services sourcing management, finance and accounting, research and development, customer care and human resources administration.

The magazine's editorial will provide:

- **News and analysis** regarding industry trends.
- **A feature section** on management that will update readers on trends and developments in strategic, financial and operations management issues associated with outsourcing IT and business processes.
- **Solutions:** Practical advice and guidance on making outsourcing work through case studies and documentation of best practices.
- **Opinions:** Viewpoints from experts and interviews with industry practitioners.

Dev said advertisers and sponsors will be drawn from three primary areas:

- Companies involved in the provision of outsourced IT or management services.
- Suppliers of end-user and service provider services to this segment, such as communication and telephony services, consultancy services, application and support providers and other (outsourced) services.
- Governmental organizations and agencies that wish to influence investment decisions.

Dev said that many outsourcing service providers are not yet using advertising in their marketing mix, but the availability of a global magazine is encouraging them to seriously consider this medium. "Our strategy is to carefully identify potential advertisers and sponsors and to work with them to help develop their marketing plans," Dev said, adding that *OutSourcing World* is garnering strong interest among potential advertisers who view it as a new vehicle to connect with potential clients. "They are also very impressed with the fact that we will have access to IDG corporate lists and that we will be able to target readers who are on their radar screens," Dev noted.

For more information, contact Bringi Dev at bringi_dev@idg.com.

IDG colleagues lend a hand

IDG India President **Bringi Dev** said he and his team are grateful for all the support and feedback they have received from colleagues around the world. Among those who have provided assistance are Creative Director **Ellen Klempner Beguin** of Connell Communications who created the publication's template; IDG News Service Editor-in-chief **Elizabeth Heichler**, IDG List Services President **Deb Goldstein** and Director of Brokerage Services **Andrew Sambrook**; **David Harmer**, VP, IDG Global Solutions; International Controller **Keith Arnot** and IPS's **David Hill**. "A new product from a new business start-up is a lot to bite off. We are working to make it a success even while we learn on the run, and we very much appreciate the support and encouragement we have received from people across the IDG organization," Dev said.

IDG

April 18, 2005

Part-Time Office Assistant/Receptionist (CSG)
IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 10 hours per week in our Irvine, CA Regional Sales office. This position will support 15 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will coordinate and ensure the timely delivery of all incoming and outgoing mail, ordering supplies, assisting sales staff on an as needed basis, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail, aptitude for working with numbers, and the ability to multitask. Previous administrative support in a sales environment a plus as well as experience with Microsoft Excel, phone systems and call accounting. ***Location: Irvine, CA***
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

Senior Human Resources Generalist (HRSD)
IDG's Human Resources Services Division is seeking a team-oriented, motivated and resourceful HR generalist to join our team. Reporting to the HR Director, the person in this role is responsible for supporting a client group of over 125 employees and will be expected to provide consulting and support across all functions of human resources including handling all aspects of recruitment, training and development, employee relations, management coaching, compensation analysis/planning, organizational development, and legal compliance. You will also be responsible for report generation and analysis as well administration of benefits and special projects as needed. The ideal candidate will possess a BA/BS degree or equivalent, 5-7 years of HR generalist experience, as well as excellent judgment, interpersonal, problem resolution, negotiation and written/verbal communication skills. Working knowledge of MS Office is required and PeopleSoft experience is a plus. We are looking for an individual with a strong customer service focus, a "can do" approach, a desire to learn and grow as an HR Generalist, and an ability to thrive in a high volume, fast-paced, ever changing environment. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Consulting Manager, Latin America (IDC)
International Data Corporation has an opening in its Miami, Florida office for the position of Consulting Manager (Latin America). Responsible for both the Company's business development in Latin America and the execution of consulting deliverables. Oversee various Company projects, including conducting interviews, analyzing data, writing strategic recommendations, finalizing deliverables and presenting results to clients. International travel required. Must possess at least a bachelor's or its equivalent in Business Administration, International Affairs or a related field and relevant work experience. Experience must include consulting in IT or Telecom industry in the Latin American market; Survey Design & Management including sample size determination, questionnaire design & development and survey results analysis; advanced data analysis including creating and managing market models (using Advanced Excel); developing accurate project pricing; developing and conducting sales presentations (using advanced PowerPoint); negotiating and closing contracts; writing strategic business plans; creating and analyzing pro-forma income statements and cash flow statements, and Project Management. Resume and/or cover letter must reflect each requirement above and specify reference code CM(LA)/JAC or it will be rejected. Forward resume to Leslie L. Bachand, Benefits Specialist, IDC, 5 Speen Street, Framingham, MA 01701. ***Location: Miami, FL***
Contact: L. Bachand, Fax: 508-935-4432, Email: idc_jobs@idc.com

National Ad Sales Director (IDGE)
IDG Entertainment is seeking a senior level, sales management professional for GamePro magazine. Reporting to the President, this position will be accountable for creating, overseeing and directing all sales planning and activity. This individual will be responsible for developing the sales strategy and implementing a sales plan to achieve revenue goals and increase market share. Selected candidate will lead and manage a West Coast Sales team as well as an East Coast Sales Manager. A minimum of 8 years of sales experience combined with 5 years of successfully managing a sales team required. A proven record emphasizing brand association, being customer and solution focused, and meeting aggressive revenue goals is required. Strong communication, interpersonal and negotiation skills a must. Ability for extensive travel is required. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

U.S. Correspondent (IPS)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our Boston news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, an impeccable command of AP-style news writing and editing, and the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus. ***Location: Boston, MA***
Contact: E. Heichler, Fax: 617-423-0712, Email: elizabeth_heichler@idg.com

Test Center Coordinator (PCW)
PC World seeks a Test Center Coordinator to join its team. Responsibilities include tracking inventory of loaned products; unpacking, tagging and logging equipment; backing up hard drives; promptly returning loan equipment to vendors; managing all photo shoots; installing and configuring test equipment; and acting in a variety of support roles for the department. Working in collaboration with the Test Center analysts, the Coordinator will also help execute hardware and compatibility tests, as well as work as a liaison between the editorial and test center teams. Candidates must have an understanding of PC components and basic troubleshooting skills; experience with inventory control systems; excellent attention to detail; good writing skills; and the ability to work cooperatively as a team member. Please have a minimum of two years experience in PC troubleshooting with some clerical/organizational experience. Please include cover letter and salary requirements, and reference 'PCW Test Center Coordinator' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

IDG

Current Jobs, Week of April 18, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Edit	Associate Managing Editor	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Sales	Online Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Art/Design	Design Director	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Conf	Conference Manager/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Intern	Media Analyst - Intern	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Associate	Framingham MA or Param	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Admin	Administrative Assistant (Temporary)	Framingham, MA	Tanya Bureau	tbureau@cxo.com	508-935-4476
	Edit	Copy Editor	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Features Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Marketing/Client Relations Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	General	Program Director, Healthcare	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Mktg	Senior Marketing Communications Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Prod	Production Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Rsch	Research Director, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
HR Services Division						
	HR	Senior Human Resources Generalist	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG						
	Bus Dev	Director of Business Development	East Coast	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	Bus Dev	Director of Business Development	San Francisco CA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Admin	Part-Time Office Assistant/Receptionist	Irvine CA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Support Center						
	Admin	Receptionist	Boston MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Sales	National Ad Sales Director	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Sales	Regional Sales Manager	Singapore	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
InfoWorld						
	Admin	Sales Associate	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
IPS						
	Edit	US Correspondent	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Mac Publishing						
	Art/Design	Designer	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	HR	Director of Human Resources	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	IS	Systems Support Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Associate Editor	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Financial	Staff Accountant	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Test	Test Center Coordinator	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
World Expo						
	Events	Sales Operations Coordinator	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	HR	HR Representative	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	IS	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	IS	Desktop Services Team Lead	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Prod	Production Coordinator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Consulting Manager, Latin America	Miami FL	Leslie Bachand	lbachand@idc.com	508-935-4624
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, WW Semiconductor, Revenue Forecast	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Healthcare Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker Product	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Moblie and WiFi Infrastructure	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Personal Computing	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Quantitative Research	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Network Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Hardware Channels	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Software and Hardware Support Servic	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Senior Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Worldwide Quarterly PC Tracker	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	VP, Customer Experience Practice	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Sr. Research Analyst, Banking and IT Opportunities	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Research	Research Director, Life Science Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Industry Accounts	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Client Service Representative, Forums	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

GamePro

continued from page 1

The 200th issue features a 17-page cover story chronicling the history of the last 16 years of the gaming industry's major milestones, top games and biggest stumbles. There's also a timeline showing highlights from every past issue of GamePro.

touched by over a dozen people," Mao said. "Every single person takes ownership of the final product, and that's how it's always been for the past 16 years."

The redesign also increases the synergies between the magazine's print editorial and its supplemental online information. There are now two different call-to-action icons in the magazine. "Go Online" directs readers to four IDG Entertainment Web sites for more information and gives them more game screens, cheats, strategies and late-breaking gaming industry news (the sites are GamePro.com, GamerHelp.com, GameDownloads.com, and the upcoming Games.net). A "Blog" icon points readers to individual *GamePro* editors' blogs for a more candid take on the games that they reviewed or previewed in the magazine.

GamePro's product reviews will remain "as comprehensive as always," Mao said, and provide readers a unique point of view and authoritative buying recommendations. Reviews take into account several aspects of each game: graphics, control, sound,and "the Fun Factor." Rated on a 5.0 scale, games with a Fun Factor of 4.5 or higher are designated "GamePro Editors' Choice."

The May issue, on sale now, features a 17-page cover story "From Mario to Master Chief" chronicling the history of the last 16 years of the gaming industry's major milestones, top games and biggest stumbles. The centerpiece of the issue is an extensive timeline showing every issue of *GamePro* and highlights from each issue. At GamePro.com/gp200/ there is additional historical gaming content, including the history of the site.

GamePro's editorial team, led by Editor-at-large **Wes Nihei** (who has been with *GamePro* since issue No. 1) and Mao (issue No. 2), has more than 50 years of industry experience — "something none of our competitors can claim," Mao said — has covered six generations of consoles, reviewed more than 10,000 games and grown up with an industry that now creates more games for adults than it does for children.

It is this audience — both aging and self-renewing — to which the redesigned *GamePro* hopes to appeal. "Video games and interactive entertainment have become a mainstay of our entertainment culture," Mao said. "It is no longer the 'toy' that it was 10 years ago or a piece of hardware in the kids' room upstairs. Video game machines are appliances that sit next to the family room TV and stereo system. People who grew up playing video games continue playing them into adulthood, and there is a new generation of video gamers joining this group every five years."

Mao said the mainstream gamer sees gaming as a regular entertainment choice, "the same as watching movies. These gamers may not be able to rattle off the technical intricacies of a console system, "but they are knowledgeable about gaming culture and know what makes a good or bad game when they play it."

"Even though the average age of our reader is 22, *GamePro* has an extremely effective reach to the male teen community," said **David McCaman**, IDG Entertainment marketing research manager. He said *GamePro* has consistently done well winning advertisers for non-endemic products that appeal to *GamePro*'s target audience, such as JuicyFruit gum, Mountain Dew soda, or Taco Bell, as well as other areas of gaming or technology, such as online electronics retailer Newegg.com or Upper Deck card games. "Gaming is a very lucrative and popular form of entertainment that has penetrated all social groups," he said, "and potential non-endemic advertisers to this industry understand the power in reaching this audience, dominated by males ages 16 to 34, by complementing our editorial with their marketing messages."

Write to Francis Mao at fmao@gamepro.com. WU

GamePro by the numbers

GamePro's current paid circulation is 428,126 a month. According to Teenage Research Unlimited (Fall 2004), *GamePro* is the most popular and most-read male teen video game magazine (and third most popular magazine overall for that audience) in North America, reaching over 3 million male teens on a regular basis.

Editors recall classic moments

In the 200th issue, *GamePro* editors reminisced about unusual days around the office, which included:

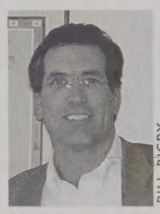
- Having an earthquake in the middle of an editorial planning meeting.
- Filling Scary Larry's office to the ceiling with Styrofoam peanuts while he was on vacation.
- Having the police show up at the offices after hours when the audio sensors picked up "sounds of violence," which were no more than editors having a heated game of multiplayer *Spectre* on their respective Macs.
- A model imitating Marilyn Monroe visiting the office to promote Virgin Interactive's game, *Spot Goes to Hollywood*.
- A water pipe breaking and flooding the editorial, production and design areas, and the game lab in our San Mateo, Calif., office.
- Interplay's VR Sports division sending a hot-dog stand, only to have it chased to the corner of the parking lot by the building's deli owner, who thought the stand would steal his business.

noteworthy people

Promotions

Oksanen

Antti Oksanen takes on the role of IDG country liaison on top of his editorial duties with IDG's Finnish licensee Talentum Media Oy where he is managing editor of *Tietoviikko*, Finland's *Computerworld* title. He has been with Talentum since 1996, starting as a features editor with *Tietoviikko*, then managing editor and editor-in-chief of bisnes.fi, then New York-based U.S. correspondent for *Tietoviikko*. He has an M.A. in social sciences from the University of Helsinki and enjoys hockey, soccer and country music, "which other Finns do not get!" *antti.oksanen@talentum.fi*


BILL RIGBY

Sweeney

Computerworld VP and Associate Publisher **Matt Sweeney** has been promoted to executive VP and publisher. In this role he will continue to work with CW President and CEO **Bob Carrigan** in leading the company's print and online sales efforts nationally, as well as oversee Computerworld's production team and its IT Careers recruitment advertising division. "Matt Sweeney's leadership of the sales team has been a key reason why *Computerworld* has had its best year in a decade," Carrigan said. "As *Computerworld* continues to be the leader in delivering truly integrated marketing solutions for IT marketers, there's no one better suited to lead this charge than Matt." Prior to coming to *Computerworld*, Sweeney was national associate publisher of Ziff-Davis's *CIO Insight* magazine, associate publisher/East at *PC Magazine*, and publisher/vice president of sales at *Macworld*. *matthew_sweeney@computerworld.com*

New employees

Renee Wise is Network World's new sales assistant, coming from her role as assistant to the chief of staff at the National Organization on Disability. She holds a B.A. in law and justice from Rowan University in Glassboro, N.J., and enjoys tennis, working out and reading. *rwise@nww.com*

Returning employees

PETER SHORT

Klatt

Brian Klatt returns to IDC Framingham, where he was an analyst with the Software Research group from 1991-93, as director of services consulting. He was previously a director with META Group Consulting and responsible for business development, proposal generation, project management, and content creation for hardware, software and services vendors. He holds a B.S. in marketing from West Virginia Wesleyan College in Buckhannon, W.Va., and enjoys running, hiking, boating and "watching [his] 20-month-old son discovering the world around him." *bklatt@idc.com*

Help internationalize Noteworthy!

All IDG business units are welcome to send information about promotions, new employees, career-related external awards, speaking engagements and related news for this page. Write to world_update@idg.com.

ask the experts

WIFI access and security

World Update readers are invited to send questions to world_update@idg.com for an occasional Ask The Experts column. IDG International Publishing Services Senior Developer and Network Manager ***Don Botts*** *answers the query below. Write to him at donald_botts@idg.com.*

Q **I can access someone's wireless network from my apartment. How does that work? Are there any security issues I should be concerned about?**

Botts

A Wireless networks are very susceptible to being used by outsiders if they are not set up correctly. Typically, wireless networks have a range of about 150 feet. Their effective distance is reduced if there are walls or floors in between the access point and the wireless node, so count on between 80 to 100 feet on a typical router. Many home users plug in their router and begin using it without applying any security. At the least, a home user should turn on WEP encryption, which forces the router and the wireless node to exchange keys before the wireless node is allowed to communicate with the router. While WEP encryption is considered hackable, it should be sufficient for home use.

Is it sneaky to use another's router? Technically, yes, but it is also ignorant of the person leaving it open, so I suppose it is legitimate use since you're not unencrypting their network signal. The owner, since he left his access point open, would probably not know you are there. He'd have to go into the Configuration utility on the router and check, which is highly unlikely.

Apartment dwellers may find numerous non-secure wireless networks that have a strong signal. Applications such as Net Stumbler (Windows) and Kizmet (Linux) can be used to browse the airspace to see what wireless networks are available. Users can combine these applications with a GPS device and map out where these open hotspots are in their neighborhood. While most routers through their Web administration tool will allow you to see what nodes are on your network, most home users would not check since they didn't bother to set up their security to begin with.

On a personal note, I once attended a training class and was in my hotel on the 10th floor. I was able to pick up an open wireless signal from a nearby office. I located a server — and got the user account names — and the Web admin tool for the printer was not password-protected. I could have made life miserable for the office by changing all the printer settings. Even if you are high up in a building, your wireless signals may travel into the next building, where users can a) use your connection for normal connectivity but using your bandwidth or b) perform malicious actions on your network. My hotel didn't have wireless connectivity, so I used the open signal to surf the Web and check e-mail.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Gabriele Arioli *IDG Italy*

13
Derek Slater *CXO Media*
Christopher Willard *IDC*
Chris Christiansen *IDC*

11
Judith Johnson *IDG New Zealand*
Shawne Burke Pecar *PC World*

10
Yuichi Tsujimura *IDG Japan*
Naoyuki Sakai *IDG Japan*
Lynn Wright *Digit U.K.*
Martina Reger-Völzing *IDG Germany*
Thomas Copeland *IDC*

9
David Rodriguez *IDG Spain*

7
Cheryl Quinn *IT World Canada*
Dan Cardamone *IDC*

6
Natasha Tan *IDC Singapore*
John Fontana *Network World*

5
Declan Fox *InfoWorld*
Kevin McKean *InfoWorld*
James Motch *PC World*

4
Vanessa Brown *IDC U.K.*
Margherita Bertoncelli *IDG Italy*
Anna Demetriou *IT World Canada*
Robert Blumstein *IDC*

3
Lina Wang *IDG Singapore*

2
Sakata Nobuyuki *IDC Japan*
Emilia Kax-Axelsson *IDG Sweden*
Duncan Newell *IDG World Expo*
Ana Chin *IT World Canada*
Michael Martin *IT World Canada*
Jennifer Kula *IDC*

1
Tyler Green *IT World Canada*
Stania Ribeiro *IDG Brazil*
Michael Fletcher *Life Science Insights*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

CW Singapore's Tan Ee Sze rides 450K for community hospital benefit

ANDRE HABIB

Tan Ee Sze *raised US$6,209 from friends, family and clients.*

Last month 16 inline skaters and 35 cyclists, including *Computerworld Singapore* Editor **Tan Ee Sze**, bladed and biked 450 kilometers (approximately 280 miles) over three days from Singapore to Mersing, Desaru, Malaysia, in the Charity 2005 Bike 'n' Blade for Singapore's St. Andrew's Community Hospital.

Tan raised more than S$10,300 (US$6,209) from family, friends, co-workers and several vendors, including Hewlett-Packard, Seagate, Software AG and Starhub, a local telecommunications company. "I just tried my luck sending out e-mails to some of the contacts I had in the industry, and they said yes," Tan said. "It was all very spontaneous."

This was Tan's first charity bike ride. She said she bought her bicycle a mere month before the event, only after she got her first sponsor. "I went on a 100-km trial ride in Malaysia in early March," she said. "I survived that, so I thought another 350 km shouldn't be a problem."

St. Andrew's provides health care for the elderly and aging sick. WU

Coming up

IDG U.S. Managers Meeting
April 25-26
Boston
Contact: Carole Dean
carole_dean@idg.com

Telecoms Conference
April 28
An IDC Denmark event
Copenhagen
www.idc.com/emea/events

SOA Executive Forum
(Service-oriented architecture)
May 5
San Jose, Calif.
www.infoworld.com/SOAforum

Small eBusiness World
An IDG World Expo event
May 6-7
Rosemont, Ill.
www.smallebusinessworld.com

CIO Leadership Conference and "Ones to Watch" Awards Program
May 9-11
Cambridge, Mass.
www.cio.com/conferences/home.html?ID=261

RoboBusiness
An IDG World Expo/Robotics Trends event
May 10-11
Cambridge, Mass.
www.roboevent.com

Security Forum West
May 11
San Francisco
www.idc.com/securityforum05

IDC- Kahn Compliance in Information Management Forum
May 12
San Francisco
www.idc.com/kahnconsulting/compliancewest05

IDG Global Gaming Publications Summit
May 16
Los Angeles, Calif.
Contact: Francis Mao
fmao@gamepro.com

Have you looked on IDG Central?

IDG's intranet, IDG Central (www.idgcentral.com), features a variety of resources, such as:

- *IDG World Update*: Current and past articles and PDF issues.
- Meet Your Colleague: Employee profiles.
- Writing Workshop: Daily grammar tips.
- Classified ads.
- Corporate Communications: Presentation templates, award information, executive bios and more.

celebrating 10!

Name
Lisa Nilsson

Home
Stockholm, Sweden

Joined IDG
Feb. 28, 1994. I work in advertising production doing all kinds of work regarding subscriptions, recruitment advertisements, regular ads, business cards for the Swedish office, etc.

Career path since joining IDG
I still do much the same kind of work today, mostly for *Computer Sweden* and the "recruitment" business unit. For a couple of years now, I have also done some sales work as well. I research other recruitment sites and mail companies that are not advertising in *Computer Sweden*. If they place an ad within six months, I get a commission.

Most challenging part of your job
I'm the only one doing this kind of work and have no backup. Making deadlines is always a challenge!

Best part of your job
I like the fact that I work very independently and get to design the advertisements to my own liking.

Latest accomplishment
Organizing a "bonus trip" for my business unit. We went to Cairo, Egypt. One highlight was a desert tour, watching the sun set and having a moonlight picnic and a light show by the pyramids in the distance.

What's kept you at IDG for 10 years?
Have to say my colleagues, many of them among my best friends. The combination of creative work and sales are very unusual in my line of work, and I like it!

Best compliment you've ever received on your work?
Difficult to say... my customers give me positive feedback all the time, and they come back for more business. That's a good sign!

Best piece of advice you've ever received?
"Stand up for yourself, don't let them run over you!" (First thing somebody told me my first week at IDG; after that I got my priorities clear.)

Interests outside the office
Travel, my motorcycle (Suzuki 550 cc), auctions (I collect old stuff), spending time with my friends and two beautiful cats. And I love salsa dancing!

What accomplishment are you most proud of?
Winning my first and last dance competition in salsa (you have to stop when you're on top!).

*IDG Chairman **Pat McGovern** escorts IDG Sweden's **Lisa Nilsson** to lunch in honor of her 10 years of service to the company.*

Favorite way to work off stress?
Dance, or go out with colleagues after work for a drink.

What talent do you wish you had that you don't have?
Singing

Dream destination
Rio de Janeiro, Brazil

Fantasy job
Actor/artist

What others can't tell just by looking at me
My age and serious side.

Five people — living or dead — you'd invite to a dinner party?
Elvis Presley, my mother, Marilyn Monroe, Brad Pitt and Johnny Depp.

Your idea of a perfect day alone?
By the sea, reading a good book.

What sports do you play?
Sometimes horseback riding, which I love, and dancing.

If you won the lottery tomorrow, you would
Buy a ticket to Rio.

Retirement dreams?
Buy a house in the French Riviera close to everything: mountains, Monte Carlo, Italy and Spain.

Manager's profile
"Lisa is very fast and professional in her work, which is very important for the recruitment advertising field. She is also very conscientious – and successful! – about finding new customers. Lisa is very responsible in her work and a happy soul."
— Ingela Meerburg, sales director, Computer Sweden

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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George Hu *IDG Entertainment*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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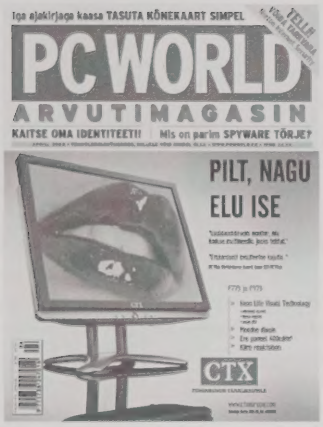
WWW.IDGCENTRAL.COM

New licensee launches *PC World* in Estonia

Cross-promotion deals made with computer maker, telecom company



The image on the first cover of PC World/Arvutimagasin reflects an ad campaign from CTX monitors.

IDG now has a presence throughout the entire Baltic region with the launch of an Estonian version of *PC World* earlier this month. IDG signed a license with Oy Centum Meedia last October, paving the way for CEO **Meelis Piller** to revamp a 10-year-old government IT title, *Arvutimaailm*, into the monthly *PC World/Arvutimagasin*. Two other publishing partners produce *PC World* titles in Lativa (since 1996) and Lithuania (since 1997).

"Arvuti" is Estonian for "calculator," though the word is now also used as the equivalent for "computer," Piller said. Most newspapers and magazines in Estonia are redesigned every two to three years, he added, so to further distinguish the new title, it was particularly important to change the name as well as the design.

The first issue of *PC World/Arvutimagasin* had 68 pages and a print run of 7,000; more than half of the circulation is expected to be from newsstand sales. The target audience is broad, from novice users to computer specialists who previously had to glean timely PC news and product information from the Internet or foreign titles. "Local magazines are publishing information months later than the rest of the world — *PCW/Arvutimagasin* will fix those problems," he said.

Piller arranged a cross-promotion deal with the largest computer manufacturer in Estonia. For the next two months, every buyer of a Microlink computer will receive a complimentary three-month subscription to *PC World/Arvutimagasin*. In another deal, Estonia's largest telecommunications company, Elion, will distribute coupons that entitle *PC World* buyers to a free calling card valued at 100 EEK (US$8.3 dollars).

Oy Centum Meedia will be providing 500 copies of *PC World/Arvutimagasin* to Estonian high schools, a program that Microsoft will be underwriting as of September.

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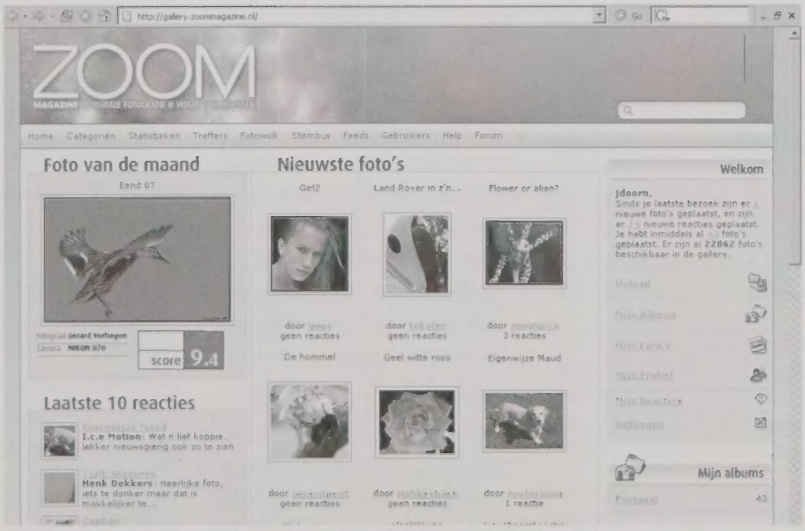
ZOOM Magazine's photography site builds community

IDG Netherlands invites outside firms, business units to license software

If a picture is worth a thousand words, then *ZOOM Magazine*'s new Gallery Web site — which boasts 21,000 photos and 2,000 users — is generating a lot of discussion. So much so that IDG Netherlands' Managing Director **Raimon Gort** has pronounced the Gallery "a huge success." Revenue is rolling in from new subscribers and online ads, and the company is licensing the software to other Dutch companies. IDG Netherlands would also like to explore licensing options with interested IDG business units.



The upper left corner of the Gallery is reserved for the top-ranked photo, as voted by users.

ZOOM Magazine, a bi-monthly print title that targets users and prospective buyers of digital cameras and video systems, launched the Gallery (www.gallery.zoommagazine.nl) six months ago as a way for readers to display, evaluate and discuss their digital photos. "We wanted to offer a platform and community for our readers where they can show their photos and learn from other people's comments," said Editor **Jeroen Doorn**, who created the site with User Interface Designer **Sander van de Graaf** under the leadership of

continued on page 5

in brief newsworthy

IDG New Zealand staff, publications honored at annual MPA awards

Rotherham

Macfie

Gilbert

IDG New Zealand publications and staff made another strong showing at this month's Magazine Publishers Association (MPA) Awards in Auckland, which attracted a record number of entries (241) across 10 main award groups. *Unlimited*, IDG New Zealand's six-year-old business title, made a clean sweep in the business category, with judges noting, "Never varies, always the highest quality. It's been said before: business titles do not have to be dull — this isn't."

Among the awards captured by *Unlimited*:
Winner: Business Journalist of the Year – **Fiona Rotherham**, editor
Winner: Business Columnist of the Year – **Russell Brown**, contributing editor
Winner: Business Editor of the Year – **Rebecca Macfie**, deputy editor
Winner: Business Magazine of the Year
Highly Commended: Business Magazine Cover of the Year
Finalist: Designer of the Year – **Amanda Trayes**, art director

IDG New Zealand winners in the special interest category included:
Winner: Designer of the Year – **Julie Gilbert**, art director, *FFWD*
Highly Commended: Web Site of the Year – *PC World*
Finalist: Cover of the Year – *PC World*
Finalist: Cover of the Year – *FFWD*

"This is another awesome result for the team — we outperformed many larger publishers," said IDG New Zealand Managing Director **Bob Pinchin**. "It is true testimony to the really talented people that we have. They continue to produce world-class magazines."

IDG New Zealand publishes *Computerworld, FFWD, PC World, Reseller News, Unlimited* and *CIO*. More information about the company is available on its Web site at www.idg.co.nz. WU

IDG World Expo invites journalists, analysts to RoboBusiness Conference

IDG World Expo would like to remind IDG journalists and IDC analysts that they may obtain complimentary registration passes for the upcoming RoboBusiness Conference and Exposition to be held May 10-11 in Cambridge, Mass.

Billed as the "business development event for personal, service and mobile robotics" the event is produced by IDG World Expo in conjunction with Robotics Trends and will feature:

- Keynote sessions from the world's leading robotics and business leaders.
- Three conference tracks.
- Future Combat Systems luncheon keynote sponsored by Boeing.
- Evening Network Reception hosted by John Deere and iRobot.
- Robotics Exposition and Emerging Robotics Technology & Products Pavilion.
- Robotic presentations and demonstrations.
- Groundbreaking robotics market research.

To Register for a press/analyst pass, go to www.roboevent.com and click on 'Registration'. Enter the Priority Code 'RTPRS' into the Priority Code field (below e-mail address). WU

IDC gathers international IT team for week-long information sharing summit

*IT staff from five international and two U.S. IDC offices met earlier this month. (From left, front row; employees are with IDC Framingham unless otherwise noted): **Sujay Bhattacharya**, IDC Asia Pacific IS director; **Paul Rooney**, IDC Australia IT manager; **Shinji Kozaki**, IDC Japan senior IS specialist; **Fausto Schmidt**, IDC Latin America, IT coordinator; **Joe Howard**, manager, systems administration; **Wes Dotts**, systems administrator; and **Scooter Joyce**, systems specialist. Second row: **Mike Cole**, IDC San Mateo, systems specialist; **Mitchell Rose**, CIO; **Patrick Warley**, IDC EMEA, IT and communications manager; **Jim McNamara**, director, IT Planning; **Kirk Mitchener**, senior systems administrator; **Claude Lavoie**, systems specialist; and **Danielle Atkins**, group operations coordinator. Back row: **Wayne Hetherington**, principal systems administrator; **Keith Elshout**, IDC EMEA, regional IT manager; **Scott Saunders**, systems administrator; **Bob Sullivan**, director, IT infrastructure; and **Frank Hare**, principal systems administrator.*

IDC convened a worldwide IT Summit in Framingham, Mass., earlier this month with more than 20 IT staff from seven IDC offices. The agenda covered dozens of items focusing on various areas of common interest including technologies, communications, processes and databases.

IDC's customers expect global products, and IDC employees require global tools, explained IDC CIO **Mitchell Rose**. "We need to make sure that we build and support the global infrastructure to support them. In addition, our sales people and analysts work together all the time, and our infrastructure needs to support that collaboration," he said.

"IDC is growing," Rose said. "Our IT group works as a strong federation of global, regional and local teams. Issues arising in one region are typically not unique and sharing experiences and plans has been very helpful." he said.

The meeting was hosted by IDC Director of IT Operations **Robert Sullivan** and Manager of Systems Administration **Joe Howard**. Sullivan noted that the group is always looking for ways to improve efficiency and provide IDC with new tools as the company grows. "More and more, we are moving to common tools and processes in order to improve service and leverage expertise. We had sessions on how to manage the environment in a server room, how to set up virtual servers, what the next version of our customer database is going to do for global selling, and how to maintain each country's Web site in an integrated, consistent way."

Write to Mitchell Rose at mrose@idc.com. WU

one on one the interview

Michael Greeley
The managing general partner of IDG Ventures Atlantic in Boston is this week's columnist. Reach him at mgreeley@ idgventures.com.

IDG Ventures Atlantic at-a-glance

Year established 2001

Location Boston

Number of employees Eight (going to 11 by summer 2005)

Investment professionals Four

Web site www.idgventures.com

Current number of portfolio companies 10

Anticipated number by year end 15

Industry sector priorities Software, datacom, medtech

Business plans reviewed 35 plans per partner per month; each partner meets five to seven companies per week; each partner will invest in one or two per year.

Q What is IDG Ventures?

A IDG Ventures is a global family of regional venture capital funds supporting early-stage entrepreneurs in the IT and related technology fields. The funds manage nearly $1 billion of investment capital from offices in Boston, London, San Francisco, Beijing and Hanoi, and collectively employ nearly 20 general partners who do the investing work.

Q What is the U.S. venture financing climate for emerging IT companies? How does that compare to the past few years, and what does the future look like?

A Quite clearly the environment has improved from the "nuclear winter" of 2000-2002. Many venture funds have had success raising new capital, notwithstanding the recent poor return performance of the venture industry, which augurs well for emerging IT companies as these funds will seek to deploy the capital over the next three to five years. The U.S. venture industry has invested between $8 billion and $10 billion per quarter over the last year or so, and we expect that will increase slightly into 2006. Many of the necessary ingredients to build successful venture-backed companies are in place: creative and innovative ideas, talented management teams, plenty of start-up capital. The one very important element that still remains somewhat elusive is a consistent and predictable "exit environment" in which venture-backed companies can go public or be bought by bigger companies at attractive prices.

Q How does IDG contribute to the success of your portfolio companies?

A IDG contributes to our portfolio companies' success in many ways, but principally as a way to raise visibility with the most important audience, their customers. From a revenue perspective, IDG is able to identify important customers and help develop sales pipelines. IDG can more clearly define the most appropriate customer set our companies should be going after. In addition to driving revenue gains, IDG is able to improve our companies' operating efficiencies by extending their marketing and communications budgets by providing more effective results for the same dollar spent. The ability to access customer lists, IDC analysts, and IDG World Expo events is very powerful for our companies and also allows them to work across the many assets of the IDG platform.

Q What's a typical rate of return for venture capitalists investing in IT-related companies?

A Venture capital investments over time consistently generate better returns than other investment alternatives like publicly traded stocks or bonds. In particular, early-stage VC investments yield more attractive returns then other stages of VC. A top-quartile VC fund today expects to at least triple its money over the seven- to 10-year life of the fund. That is a benchmark we certainly expect to exceed given the leverage of the IDG platform. IDG Ventures Atlantic, for example, has invested in 10 companies since it was established about three years ago. While we have yet to have a liquidity event, four of our companies have done "follow-on" external financings — all at valuations above those of our initial investments — and there have been no write-offs or "impairment" in the portfolio. Keep in mind, though, the average holding period of most venture capital investments is four to six years.

Q To what extent does IDG Ventures Atlantic work with other IDG Ventures funds around the world?

A We work very closely with our colleagues in the other IDG venture funds. For instance, China is so important today from an investor's perspective that we spend a lot of time with our partners in Beijing and Shanghai comparing notes on cross-border activities. For many of our portfolio companies, the China phenomenon will significantly impact their business strategies; we are able to give our CEOs a unique perspective on what is happening in China. Additionally, as companies in our portfolio look to expand into Europe, we get tremendous visibility into that market from our London partners. It is very powerful to be able to compare and contrast successes and failures across the different geographies. All the funds participate in quarterly conference calls, and we meet in person annually.

Q How have you been able to work with other IDG business units, and what can be done to pave the way for future collaboration?

A It is quite simple, actually; it comes down to establishing personal relationships with the many business unit leaders across the company. Our companies can benefit from so many of the different business units of IDG. Those programs are best developed when we are able to lead our portfolio company CEOs to the absolute right executive within IDG. It also does not go unnoticed that our portfolio companies can become important clients

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Coming up

CIO Canada Frankly Speaking Breakfast Series
"Good for Business: Grid Goes Mainstream"
May 4
Toronto, Ontario
www.itworldcanada.com

CIO Canada Frankly Speaking Breakfast Series
"Securing the Enterprise: Integrated Security in a Virtualized World"
May 5
Montreal, Quebec
www.itworldcanada.com

SOA Executive Forum
(Service-oriented architecture)
May 5
San Jose, Calif.
www.infoworld.com/SOAforum

Small eBusiness World
An IDG World Expo event
May 6-7
Rosemont, Ill.
www.smallebusinessworld.com

CIO Leadership Conference and "Ones to Watch" Awards Program
May 9-11
Cambridge, Mass.
www.cio.com/conferences/home.html?ID=261

RoboBusiness
An IDG World Expo/Robotics Trends event
May 10-11
Cambridge, Mass.
www.roboevent.com

Security Forum West
May 11
San Francisco
www.idc.com/securityforum05

IDC-Kahn Compliance in Information Management Forum
May 12
San Francisco
www.idc.com/kahnconsulting/compliancewest05

For a chronological listing of IDG events worldwide, go to the Events section of IDG Central at www.idgcentral.com.

Computerworld debuts in Belgium as online product

Site combines news from partner's five IT titles and IDG's global properties

Best of Publishing, IDG's Belgian licensee, last month launched *Computerworld* as a Web presence only (www.computerworld.be), offering IT news and content from Best of Publishing's five monthly IT publications as well as material from IDG publications around the world.

"We found that in order to have a good mix between local and international customers, an international brand was our strongest argument," said **Jean-Paul De Clerck**, Best of Publishing managing director. "Computerworld.be is the umbrella under which our several publications, which don't have their own dedicated sites, will gather their IT news, along with exclusives by our online staff — managed by Publisher **Jan-Frans Lemmens** — and international IDG content."

De Clerck

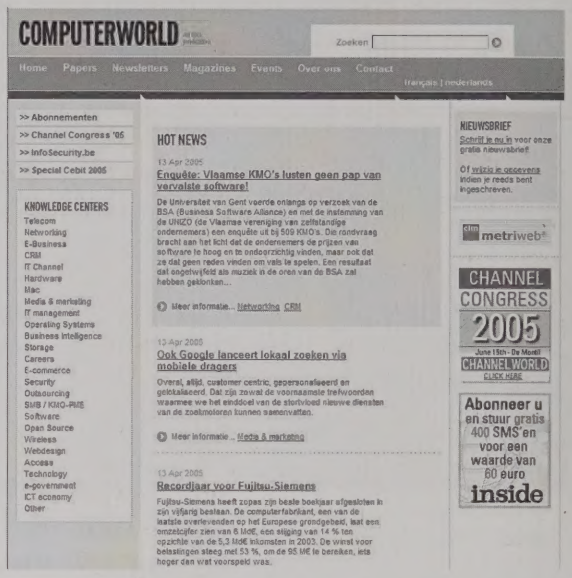
De Clerck said launching a weekly print publication now would not have been a good idea since the Belgian IT market is "still too unstable" so a Web site seemed the less risky, more cost-efficient way to introduce and position the CW brand as one offering "professional IT content." He said advertisers reacted "very positively" to the site.

"We want to build a strong online brand with Computerworld and boost our traffic. Our goals here are very ambitious, and in the next four months we will bring in new services, partnerships and tools enabling us to do so. Once this is done we will consider starting separate Web sites for our different titles."

Lemmens

Three staffers work solely on the Web site, with assistance from the staffs of Best of's magazines. "In one month, they managed to get exclusive interviews with some high-level IT people such as the worldwide CEO of SAP and an exclusive with 'Mr. Ethernet' himself, Bob Metcalfe. Quite exceptional for a small country of 10 million like ours," De Clerck said. There is no technical staff, as the site uses a performance content management tool handled by an external company.

"With Computerworld.be we're aiming to reach business decision makers in the IT field, from IT managers to CEO's to marketing managers," De



Best of Publishing's five other IT titles — Channel World, Inside Internet, Network & Telecom, PC World Belgium, and Publish & Print — all have a presence on Computerworld.be.

Clerck said, noting that the Belgian market is a "difficult" one. Not only is it a small market with all the usual IT-press competitors, its two languages necessitate bilingual publications. "The Belgian market is traditionally dominated by international companies, which has a negative effect on local companies' entrepreneurship. On top of that the political structure is very fragmented with different governments on a national, regional and local scale. This is not good for the decision making process."

However, there are plenty of opportunities, De Clerck said. "The Belgian government is very pro-active in supporting new initiatives and wants to put the country on the IT map by focusing on IT services and three development areas where our country has a leading role: interactive digital TV, broadband and wireless." Belgium also has an international presence as the home of such organizations as the European Union and NATO.

"There is an upside to being a small company," De Clerck said. "We have to be creative and develop cross-media solutions for our customers: our online, print, events and custom-marketing solutions are all very tightly integrated. I am convinced that this is what advertisers want, so we are well positioned in our market. Larger operations will see themselves faced with these challenges later on as they integrate their services in order to develop customer-centric solutions."

Write to Jean-Paul De Clerk at jp@best.be. WU

IDG

April 25, 2005

Application Development and Support Analyst (CWI)

Computerworld is seeking an Application Development and Support Specialist to join our IT department. This position will support, develop and maintain the internal applications used to run our business. These include systems such as content management, sales force automation, Survey Tools, and Custom Applications. The ideal candidate will have strong communication, organization and customer service skills. Ideally the candidate will also have experience in one or more of the following: Adobe InDesign/InCopy, MEI K4, Perseus Survey, Email List Servers, data scrubbing tools or Microsoft development tools. ***Location: Framingham, MA***

Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Executive Producer, Computerworld.com (CWI)

Computerworld.com has an exciting opportunity for a seasoned web producer to join the team! The person in this critical role will be responsible for effective project management of all things related to the online business. Working closely with the VP/GM Computerworld.com, you will manage the technical resources and map them to the business needs of the group. Candidates should bring 5+ years of technical background in web architecture design and development and the ability to manage technical professionals with an eye toward business results. This position requires a business aptitude and very strong project management skills. This is an ideal role for a technical person who has a desire to expand into the business side of a successful website. Other requirements include prior experience managing technical staff, ability to map action to overarching business goals and very strong communication skills. BA/BS required.

Location: Framingham, MA

Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Web Designer, Computerworld.com (CWI)

The Designer will work closely with the online editorial and sales teams to maintain and grow a dynamic, news-oriented web site for aggressively expanding business. Provides ongoing design of the website, editorial special reports, news and continuing coverage packages and online promotional material. Creates original graphics and icons for use on the site. Implements the web design parameters, style guides and visual standards. May require a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. Experience in PhotoShop, HTML, CSS, JavaScript and Information Architecture design a must. A wide degree of creativity, energy and latitude is expected. ***Location: Framingham, MA***

Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Summer Intern (FI)

Financial Insights has 3 unpaid internship opportunities that will provide motivated students with practical, "real-world" experience and a chance to learn more about opportunities within a market research firm. These (unpaid) internships are for credit or academic transcript notation. All internships are part-time (20-30 hours/week for 6-8 weeks) – with flexibility in the hours and schedule. Required skills for all internships: basic research skills, facility/knowledge with Microsoft Office suite including Access and good phone skills. Projects: 1. Banking Internship -- This individual would be working with the Banking team to update the 2004 Solution Provider list in the banking segment and compile specific data points on each through research of public information/databases and a limited number of calls to the firms. This person will also be responsible for further development and enhancement of the existing Access database for the FinTech 100. 2. Banking Internship -- Assist the Banking team in producing the Worldwide Financial Services IT Spending Guide. This will involve working with analysts to revise the spending model and create a more simplified approach, creating lists of financial institutions (retail and corporate banks), and creating a database with the information regarding their IT spend as well as additional specific data points. 3. Capital Markets Internship -- Primary responsibilities will be validating, compiling and formatting the universe of financial services institutions by segment globally from public information/databases; assisting in support of the FinTech 100 process for capital markets solutions providers; and creating solution provider lists in the capital markets and compiling specific data points for each through research of public information/databases and a limited number of calls to the firms. ***Location: Framingham, MA***

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Analyst Account Manager (IDC)

The Global Access Group is seeking an Analyst Account Manager to become part of the Investment Research Services team (IRS) that supports venture capital clients with IDC research. This position affords an excellent opportunity to work with a portfolio of financial accounts to deepen client relationships, manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with clients at major financial firms, IDC Research Analysts on a global level, and the IDC sales team. Requirements include knowledge of the Information Technology Industry, 2+ years of experience in a customer support or sales role. Must also have the ability to work within a team environment, possess superior verbal and written communication skills, exceptional project management skills and be a self-starter. A college degree is required. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst to support software and vertical market-related research requests on IDC Inquire team. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. Account management for some of our smaller IDC Preferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with two - three years of internship and/or professional experience in a research or high technology environment is required. This position is based in Framingham, MA and does not require travel. Relocation is not available.

Location: Framingham, MA

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Mobile Device Technology (IDC)

IDC's Clients and Mobility group is seeking a Senior Research Analyst to cover worldwide technology and market trends in the mobile and wireless marketplace. We expect the increased convergence of various technologies to impact and evolve mobile device product designs and bring new mobile data capabilities to both consumer and business market segments. The transition towards mobility solutions is occurring worldwide at a rapid pace and advances in component capabilities is driving increased performance levels to handle tomorrow's digital content. This position will be responsible for delivering IDC's vision for this dynamic market. The senior analyst will be responsible for gathering and analyzing qualitative and quantitative information to create research studies that provide strategic insights and advice to our clients. Responsibilities include: market sizing, forecasting, as well as in-depth company analysis, and tracking technology trends in collaboration with our semiconductor analysts. Other responsibilities include working with IDC analysts around the world to shape our research in mobility, maintaining publication deadlines, presenting research and insight at industry events and in front of clients, and assisting on custom consulting opportunities. The senior analyst will be responsible for responding to client inquiries as well as developing relationships with top executives and marketing managers within mobile device and mobile software providers, mobile operators, and component suppliers, as well as with investment banking and portfolio analysts, Fortune 1000 companies, and the media. The ideal candidate will have strong writing and analytical skills, proficiency in the use of Microsoft Excel, and broad knowledge of the mobile and wireless markets, specific to technology trends. A bachelor's degree is required; a master's degree is an added bonus. In addition to a positive attitude and good interpersonal skills, candidates with experience in the mobile and wireless market or analyzing various technology markets is preferred. The position requires the candidate to work out of IDC's Framingham, Massachusetts office. Some travel is expected. ***Location: Framingham, MA***

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Worldwide Services Research Group (IDC)

IDC's Worldwide Services Research group is seeking a Research Analyst or Senior Research Analyst to support its successful Services Vendor Revenue Tracker and Contracts Database programs. This individual will become a member of a team that collects and analyzes comprehensive vendor data on a quarterly basis and populates an analysis tool for clients. This individual also helps to gather and analyze data regarding the major deals signed by Services' vendors including the customer involved, nature of the deal, contract value, length, and other data. This position will expose the analyst to a wide array of vendor and contracting information and allow him or her to build relationships with key Services vendors and IDC analysts across a variety of Services areas. The core responsibility entails significant phone, in-person, and email contact with vendors and with IDC analysts worldwide. The successful analyst would be detail-oriented, highly resourceful, a solid communicator, and familiar with financial terms and concepts. Strong collaborative skills are needed to work successfully with analysts around the world. Requirements include competency in the use of Excel, strong research, writing and communication skills, some knowledge of the IT industry and its vendors. Bachelor's degree is required and an MBA is preferred. A positive attitude, sensitivity to deadlines, and good interpersonal skills are a must. The role is based in IDC's Framingham, MA office with limited travel to start. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Copy Editor (IFW)

InfoWorld seeks a qualified candidate to fill a copy editor position. The ideal person will thrive on working in a deadline-oriented team environment. Job responsibilities include: editing copy for grammar, spelling, consistency, and adherence to AP and InfoWorld style; writing headlines and captions; selecting pull quotes; producing pages using Microsoft Word and QuarkXPress; copy editing text charts and infographics; and posting stories on InfoWorld.com. A degree in English (or related field), familiarity with QuarkXPress, and two years of copy editing experience required; experience in IT publishing preferred. Candidates must demonstrate solid copy editing abilities on in-house copy editing test. This job is on-site in the San Francisco office. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Executive Assistant (PCW)

PC World is seeking an Executive Assistant to provide high-level administrative support to its President and CEO. In addition to general administrative support, including handling phones, correspondence (dictation), calendars, travel arrangements and expense reports, s/he will back up the sales function by handling client requests, resolving ad production issues and maintaining client files. Other duties include organizing company and client events, developing presentations and managing employee appreciation programs. This position requires frequent interaction with everyone in the company as well as customers, vendors and IDG corporate staff. Superior computer skills (incl. Excel and PowerPoint) and top-notch organizational and communication skills are required. Candidates must be flexible, detail-oriented and able to work well under pressure. This position requires a high degree of professionalism, the ability to handle confidential information with discretion and a minimum of 4 years of senior management-level administration experience. Familiarity with publishing and/or advertising would be ideal. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Director, Online Marketing (PCW)

PC World is seeking a Director, Online Marketing to develop and manage the consumer marketing strategy for its web site, PCWorld.com. With a small team of employees and contractors, s/he will plan, execute and optimize all promotional programs for driving traffic to the site, including search engine marketing, link exchange programs, and cross-promotions. S/he will also be responsible for managing and growing email newsletter subscriptions and site membership and for maximizing the sales and marketing potential of our extensive email list. Additional key areas of responsibility include database management, reporting, analysis and online list rental - all with the objective of growing current and potential revenue streams. The ideal candidate will have a minimum of eight years of marketing experience, including four years of experience with online marketing, with an emphasis on subscription/member acquisition and direct response. Candidates must have strong project management, communication and organizational skills in addition to proven analytical skills and a high level of enthusiasm for Internet publishing. Experience with search engine marketing and search engine optimization would be a big plus. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Editorial Administrative Assistant (PCW)
PC World seeks an experienced and even-keeled administrator to support its 40-person editorial department, and, in particular, the editor. Duties will range from the purely administrative (handling incoming mail, faxes and phone calls; handling vendors' and readers' requests; arranging the editor-in-chief's travel and maintaining his calendar; coordinating meetings and taking minutes; maintaining the editorial library) to entry-level editorial (assisting with reprints and permissions requests; routing and responding to article proposals; assisting with ordering and returning products for review; assembling editorial award submissions; serving as the backup public relations contact; compiling and writing a monthly consumer advocacy column). Candidates should have solid administrative experience and enjoy working in a support role. Qualifications include strong MS Word, Excel and PowerPoint skills, a willingness to learn new computer and system applications, an excellent telephone manner, diplomatic interpersonal skills, and the ability to work well under pressure and deal with many people/tasks at once. Prior work at a magazine and an interest in technology are pluses. Please include cover letter and salary requirements, and reference 'PCW Editorial Assistant' in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Sales Manager (WEC)
IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets both on the phone and in person. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's and can speak and negotiate with contacts at all levels from CEO to trade show managers. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. The ideal candidate will be someone who can build an annual and event specific sales plan that includes call plans, revenue goal setting and major customer and competitive event visits. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

ZOOM

continued from page 1

AICO TURBA

The creators of the Gallery site: ZOOM Editor ***Jeroen Doorn****, User Interface Designer* ***Sander van de Graaf*** *and Deputy Editor-in-chief* ***Remco de Graaf****.*

Deputy Editor-in-chief **Remco de Graaf**.

ZOOM Magazine's site, www.zoom-magazine.nl, has a Forum section, but it is devoted to reader exchanges about hardware, peripherals and topics covered in the magazine rather than photograph-oriented commentary.

The site organizes photos into 12 categories (such as Architecture, Landmarks, Sports, Nature and Portraits). *ZOOM* subscribers can upload an unlimited number of photos, while non-subscribers have a 2MB trial. Users can include photo specifications, as detailed as they wish, such as title, camera used, original pixel size, shutter speed and a histogram.

The site has been more successful than anticipated, serving as a "perfect marketing vehicle for new subscriptions."

Readers can rate any photo on a scale of 1 to 10 and may vote only once and not for their own photos. Scoring is calculated by a "Bayesian" formula, which is based the principle that when more people vote for a photo, the more accurate the rating becomes. For example, if one person gives a photo a "10," the actual score would be about a 7.5, but as more people rate it a 10, the final score moves closer to a 10.

About 84,000 votes have been cast so far. The most highly rated photos win a place of honor: a spread in the print issue of *ZOOM Magazine*. The home page is refreshed every time a new photo is posted, showing up to 10 of the most recent uploads and 10 random ones. The upper left side is reserved for a large image of the top-rated photo of the moment.

Readers can post comments about the photos. While they can also contact the photographer by e-mail, Gort said the vast majority of readers use the public comment area as a way to share knowledge.

Gort said the site has been more successful than anticipated, serving as a "perfect marketing vehicle for new subscriptions." One successful method of attracting new users to the site is the e-card icon. Visitors to the site can click on the e-card icon next to a photo they like, fill in the e-mail address of a friend and add a message, and the recipient gets a link to the Gallery to open the photo.

During the last two months, page views have risen from about 400,000 a month to 800,000 a month. The average visit time in the Gallery is about 15 minutes. Devoted users can sign up for an RSS feed.

Currently there are no plans to remove photos from the site. "Due to the competitive nature of the site, people tend to limit themselves to uploading only their best photos," Gort said. "This prevents clutter and preserves the level of quality of the photos."

The Gallery has generated revenue in terms of new subscribers to the magazine and traditional online ad formats such as skyscrapers and banners. Canon and Hewlett-Packard have also signed on as sponsors, with their logo showing in several sections. In addition, the Gallery's template-based design enables potential advertisers to have their own color scheme and some design elements within a section to further reinforce their brand identity.

Two companies have already approached IDG Netherlands to sign licensing deals. Cap Gemini, an IT consulting company, uses it on their intranet for an in-house photo contest. The second licensee, a TV program about photographing typical Dutch scenes, is holding an Internet-based contest for the general public. The best photos will be published in a special commemorative book and sold in stores throughout the Netherlands. The program asked IDG to host the site for them, which is a subsection of *ZOOM*'s Gallery but retains the TV program's look-and-feel. "This site has given us great exposure to our target audience and contributed to major growth in the Gallery user base," Gort said.

According to Gort , the Gallery software is easy to set up, displays photos in a user-friendly way, and has language packs designed within it. "All the language files are stored separately, so it is easy to create a Gallery in your native language without having to dig in to the actual code," he said. "Most of the text consists of Help files — after all, the Gallery is all about images!"

Write to Raimon Gort at rgort@idg.nl.

ZOOM Magazine at-a-glance

Launched March 2003 as a bimonthly.

Niche Digital technology news, in-depth analysis of new cameras, how-to articles and special reports on new digital photography developments.

Total circulation 35,000

Subscribers 7,000 (compared to 3,600 last year, prior to the Gallery's launch).

Deputy editor-in-chief Remco de Graaf (rdegraaf@idg.nl)

noteworthy people

New employees

Dodman

CXO Media's new member services manager, **Steve Dodman**, was previously a program manager with Greater Boston Manufacturing Partnership. He holds a B.S. in business management from the University of Massachusetts/Boston and is currently working on an M.B.A. from Babson College in Wellesley, Mass. Named a 2003 Emerging Leader by the City of Boston, he enjoys motorcycling, snowmobiling and golf; he also completed the 2001 Boston Marathon.
sdodman@cxo.com

Previously an executive assistant with Atlas Venture, **Kate Morton** joins IDG Ventures' Boston office as executive assistant to Managing General Partner **Michael Greeley** and Associate **Irena Goldenberg**. She holds a B.S. in small business from the University of Vermont and enjoys running, skiing, hiking, traveling and reading.
kmorton@idgventures.com

Edward Edmiston is the CSO Executive Council's new member services manager. He was previously regional director/Northeast for The Wackenhut Corp., a private contract security and investigation firm. A graduate of Youngstown (Ohio) University, he holds a B.S. in business communications. Away from the office, he enjoys hiking and golf.
eedmiston@cxo.com

InfoWorld has hired **Baldwin Louie** as a software engineer, a title he also held with his previous employer Quinstreet, where he was responsible for internationalized Web application development, and product support. He earned a B.S. in information systems management from San Jose (Calif.) State University and enjoys the guitar, surfing, travel, snowboarding and "lounging around."
baldwin_louie@infoworld.com

IDG WORLD UPDATE
Louie

Member Services Manager **Liz Lancaster** comes to CXO Media's CSO Executive Council from her role as senior technical consultant with Applied Risk Management, LLC. She holds a B.S. and an M.A. in criminal justice administration from the University of Massachusetts/Lowell. In her spare time she enjoys writing, reading, cooking, walking her dog and spending time with her "three fabulous nephews."
elancaster@cxo.com

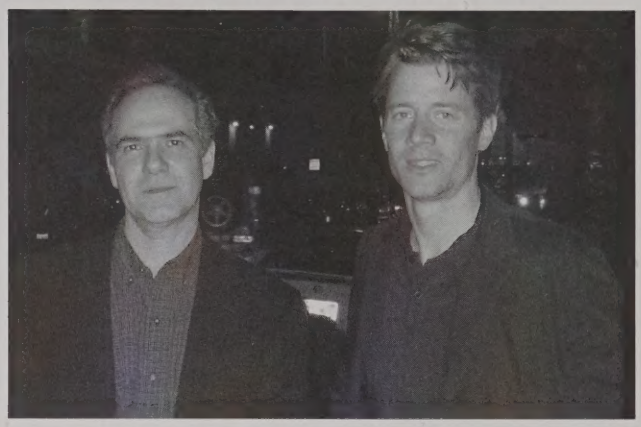
Returning employees

IDG WORLD UPDATE
Piper

After a stint at Doremus Advertising as director of new business development, **Leslie Piper** returns to IDG as San Francisco-based senior regional sales manager for *CMO* magazine and will sell *CMO*'s product portfolio of print, online, events and custom publishing to West Coast accounts. She originally joined IDG in 1991 as a sales assistant with *PC World* and has also worked for *InfoWorld*. She earned a B.A. in communications with an emphasis in advertising from California State University/Fullerton. She enjoys running, hiking and spending time with her husband and 22-month-old son, Alex, "my greatest accomplishment yet!"
lpiper@cxo.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG figures prominently at Innovation Journalism conference


*IDG News Service Executive News Editor **Marc Ferranti** (left) and Johan Bostrom, a journalist with a daily paper in Sweden who presented at the conference. Bostrom is working with the IDG News Service in Boston as part of his six-month Innovation Journalism Fellowship.*

IDG was well-represented at the second Innovation Journalism Conference at Stanford University earlier this month. IDG CEO **Pat Kenealy** gave the keynote address, IDG News Service Executive News Editor **Marc Ferranti** participated in several panels, and *Computer Sweden* Reporter **Anders Lotsson** presented via Internet video link.

Innovation Journalism (IJ) involves the practice of covering the technical, business, legal and political aspects of emerging technologies and the way those products and services are sold. Lotsson is the third IDG Sweden journalist to participate in the IJ program, which is administered through Stanford, and will begin a fellowship at *Business 2.0*.

"IDG is a natural leader in the global development of Innovation Journalism as a concept and professional community," said Program Leader David Nordfors. "I am happy and not at all surprised that IDG has been so strongly represented from the beginning of this program. I am very much looking forward to continued collaboration with IDG, both as sponsors and hosts of fellows."

Write to David Nordfors at nordfors@stanford.edu or go to www.innovationjournalism.org. WU

Estonia

continued from page 1

Piller said he is generally pleased with advertiser response, especially regarding several long-term contracts. Samsung has reserved all back covers, Olympus reserved four front covers, Microlink signed on for six months of page two ads and Hewlett-Packard and Ordi also made arrangements through the end of the year.

Beginning in September, Piller plans to incorporate a supplement that will be focused on online gaming and Internet-related topics.

Before signing on with IDG, Piller was the founder and editor of an IT and science magazine, *Edison*, that was published monthly inside *Eesti Ekspress*, the biggest weekly in Estonia.

Write to meelis@arvutimagasin.ee. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Lucy Sheehan *IDG*

21
Penny Winn
IDG Int'l Publishing Services

20
Libby Levinson *IDG World Expo*
Robert Kanes *PC World*

11
Denise Haines *IDC*

10
Kim Giovanni *CXO Media*
Jacki McDonald *IDC*

8
Michelle Fuller *Computerworld*

7
Sean Lavey *IDC*
Henrik Almén *IDG Sweden*

6
Peter Short *IDC*
Diana Hermes *IDG*
Jennifer Malkasian
IDG List Services
Brian Wood *Network World*

5
Eva Calo *IDG Spain*
Lisa Esseen *IDG Sweden*
Oliver Dell *PC Advisor*
Monika Seres *IDG Germany*
Petra Hallstrom
IDG Global Solutions EMEA
Rafael Sosa *PC World*
Heidi Tanakatsubo *PC World*

4
Scott Ellison *IDC*

3
Kevin Brodie *IDC*
Simon Borin *IDG Sweden*

2
Emil Olsson *IDG Sweden*
Rune Gyldenlove *IDG Sweden*
Lisa Parker
IDG Global Solutions EMEA
Laura Dwyer
Connell Communications

1
Melissa Bambauer *IDC*
Luciano Crippa *IDC Brazil*
Alex Shoomaker *IDC Australia*
Cassie Cheng *IDC China*
Raymond Huo *IDC China*
Miao Xue *IDC China*
Hai-Na Ren *IDC China*
Shirley Ba *IDC China*
Jacky Wan *IDC China*
Mico Ma Yan *IDC China*
Calvin Xiao *IDC China*
Yu-Wei Yao *IDC China*
Vivian Zhou *IDC China*
Sally Whearty *IDG Australia*
Heather Guinard
Connell Communications

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Request your passes for the New England Aquarium, Boston Museum of Science

As a corporate member of the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for both venues. New England Aquarium passes are good through November 2005 and you may request up to four passes. Museum of Science passes are good through December and you may request up to eight.

Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive.

One on one

continued from page 3

of IDG as they scale their businesses. One of the most powerful case studies is with one of our companies called PanGo Networks, a wireless LAN location application provider. The team at *Network World* spent a lot of time with the management of PanGo and provided great market insights. PanGo became one of the "Hot Technologies to Watch" and has benefited from the extraordinary customer visibility only that publication can provide. PanGo has had a number of great sessions with the wireless team at IDC and, with IDG World Expo, was a key contributor to the Wireless Sensing Summit held in Chicago last fall. We also have developed very interesting Venture Summit program tracks for some of IDG World Expo's major shows. We hope over time that the venture funds may help define future opportunities for other IDG assets. And I as I have said before, every employee of IDG sees interesting investment opportunities, and we would love to hear about them.

Q **Why is IDG Ventures now seeking third-party capital for its funds? What is the impact to IDG with this transition?**

A Our most recent Atlantic fund has brought in new outside institutional investors. This was quite important for us as we sought to extend the IDG Ventures franchise with the institutional investment community. Our fundraising success reflects the power of the collaboration we enjoy with IDG. I do not expect that there will be any impact on our operating relationships across IDG as IDG remains a major investor in the new fund. As investors, we certainly will continue to work hard to deepen our relationships throughout IDG.

Q **One of the companies IDG Ventures Atlantic has invested in, Reveal Imaging Technologies, recently began testing their cutting-edge security scanners at three U.S. airports. Do you anticipate more security-oriented investments in the future?**

A Unfortunately we now live in a world where physical safety and security are paramount. Reveal Imaging has created a revolutionary way to screen baggage at airports. We are very excited about the company and feel that the new Homeland Security Defense budgets may drive new innovation that will prompt the creation of new emerging growth companies. We are looking at a number of companies that play to this investment theme. WU

Send ideas, questions for this column

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy****, will be passed along anonymously. Write to world_update@idg.com or fax to 617-423-0712.*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Leslie Rosenblood** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sport safes.

Honorable mentions

"Before we have lunch, how are those product launch ideas coming for the Mach45 Turbo shaving system?"
Jason Cunliffe *IDC Latin America*

Clearly, Walter still did not grasp the differences between blades and blade servers.
José Rodriguez *IDC*

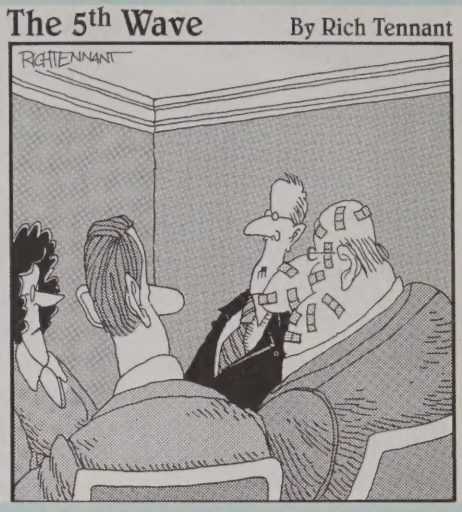
"As you can see, Marvin's home-based research does seem to indicate that Gillette blades are superior to those of the generic sort."
Jeffrey Hyman *Bio-IT World*

"Tell the prototype team to scratch the combination cell phone/kitty grooming kit."
Ian Lamont *Computerworld*

"Our new insurance program coves permanent facial hair removal. Thanks, John, for taking the lead."
Daniel Cardamone *IDC Latin America*

"Our newly invented 'Shave-in-the-Dark' razor has not done very well in early testing."
Simon Salamon *IDC*

"Next, let's have an update on the project to track staff with RFID stickers. Jim, how's it going?
Rob Hailstone *IDC U.K.*



"Please raise your hands, those who think a band-aid solution is still the best solution."
Leslie Rosenblood *IDC Canada*

"And so, we've had to send the Bladerunner-7 back to the drawing board."
Barb Finer Network World

"Tonight's guest speaker, Mr. Wilkinson, is going to enlighten us on the often-neglected but tragic disease, Compulsive Shaving Disorder."
Jens Møller Nielsen *IDG Denmark*

Rich Tennant's original

"And I'd also like to thank Doug Gretzel here for all his work in helping us develop our interactive, multimedia stapling division."

Send in a new caption by May 24

Create a brief caption for the cartoon at right and send it to *IDG World Update* by May 24.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will also receive a prize.

Send your creations to world_update@idg.com or fax them to 617-423-0712.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

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Inside this issue

- IDG Norway's careers title wins design award, *page 2*

- IDG Spain launches Web-based GameProTV, *page 2*
- One on One: NW's Adam Gaffin on blogs, *page 6*

PC World launches technology show for the small screen

PC World's Digital Duo will air on public television stations across the U.S.

With technology products and services sprouting like so many cable TV channels, PC World has revived "Digital Duo," an independent weekly television show on technology that aired from 1999-2001, as "PC World's Digital Duo" (PCWD2) in order to help viewers make sense of their high-tech options. "We're filling a void by providing real-world advice to help people make informed purchasing decisions," said **Wayne Silverman**, *PC World* associate publisher and PCWD2 production executive.

Available for broadcast by U.S public television stations beginning last month, PCWD2 premiered April 18 on WNMU in Marquette, Mich. The series began airing in Seattle the last week of April. Station information can be found at www.pcworld.com/digitalduo/listings/0,00.asp.

*Serving as co-hosts of PC World's Digital Duo program are PCW columnist **Stephen Manes** and USAToday.com columnist Angela Gunn.*

Silverman said the original series had nearly one million unique viewers a week when it went off the

continued on page 4

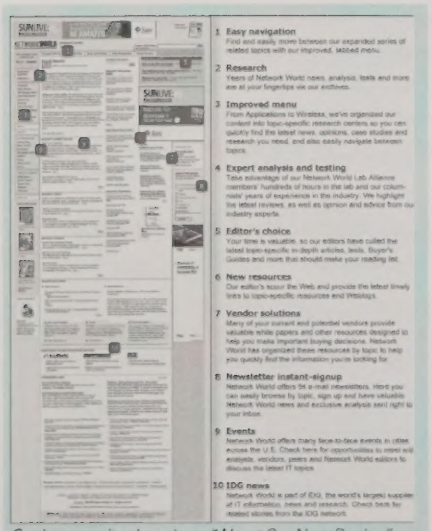
The PC World Digital Duo series is available for international licensing.
— see page 4

Networkworld.com debuts; builds on success of NWfusion

Improved user interface, better search engine optimization among goals

Network World today takes the wraps off an extensive redesign of its Web site that represents the culmination of five months of design and development work involving employees from various departments across the company including online, editorial, design, advertising, sales and marketing. Networkworld.com, which replaces NWfusion.com, builds on the latter's successful 10-year track record while offering enhancements designed to solidify its position as the leading online resource for network IT executives.

A key goal of the redesign was to improve the user interface making the site easier to navigate and ultimately easier for users to find the content they are searching for. Content is now organized into 13 topic-specific Research Centers. The redesigned site does a better job of calling out the Research Center subtopics and features refined search opportunities to help visitors drill even deeper to the content they want.



On the new site there is an "About Our New Design" area that explains all the new features and solicits feedback from the users.

The new site also aims to increase the time users spend on page consumption by surrounding content with related content. "Someone might do a Google search on wireless LANs and click through to a story on our site. But the story might end up being not quite what they were looking for. By making sure there's a lot of other relevant content surrounding that story, we increase the chance that person will find something of interest and remain on our site," said **Adam Gaffin**, executive editor, online.

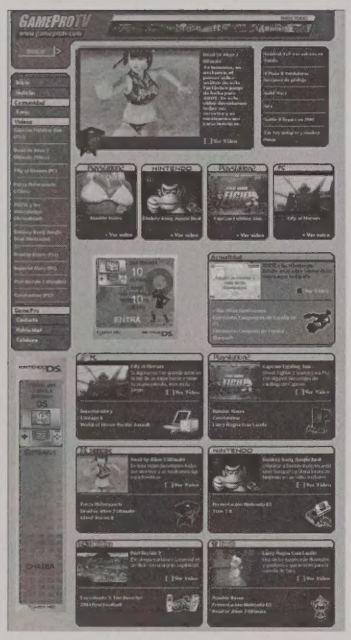
"The design process paid particular attention to the fact that this is not a stand-alone site; it is deeply integrated with the Internet," said **Dan Gallagher**, Network World director of online audience development. "Only about 10% of the traffic comes through the front door, the other 90% enters the site contextually through the countless side doors.

continued on page 5

in brief newsworthy

IDG Spain launches Internet-based GameProTV with demos, interviews

Calling it "the first Spanish online videogame TV," IDG Spain launched GameProTV (www.gameprotv.com) on March 3. The site, which can be accessed at no cost, consists of short (one- to two-minute) on-demand videos that include demonstrations of games for six gaming consoles as well as games for mobile phones.



GameProTV also has interviews with videogame developers and players and will cover games-related conventions, contests and tournaments. It will also feature a growing array video content related to leisure time, such as movie trailers, mini-shows about the movies themselves, sports segments and coverage of events such as the Electronic Entertainment Expo. The target audience is anyone interested in videogames ages 15 to 35.

The site is managed by Martin Moncalvillo, a former IDG Spain employee who worked on *PC World España* and *Digital World*. IDG Spain has never produced a *GamePro* title or Web site, but the company wanted to have a presence in the gaming arena while demonstrating a new approach to harnessing the power of the Internet, he said.

Moncalvillo and his team acquire videos in various ways. They solicit marketing videos or trailers from companies and either use as is or modify where possible; solicit games from companies, capture the elements needed, and provide analysis and tips; or connect with firms that are organizing press events, assist with videotaping where appropriate and conduct interviews.

The site is gaining a following, with 63,941 page impressions in April (a 113% increase over March) and 11,222 unique users (a 91% increase).

GameProTV is in the initial stages of securing advertisers for the site. The goal is to incorporate 20-second video ads, similar to regular TV ads, in addition to banner ads, skyscrapers and other traditional online ad formats.

Write to Martin Moncalvillo at gameprotv@arsystel.com. WU

IDG Norway's *IT-Karriere* magazine wins design award

HENNING MEESE

IT Karriere Editor ***Eva Tønnessen*** *(second from left) with the design team of (l-r):* ***Runa Strindin***, ***Gunn Felldal*** *and* ***Kaja Langeland***.

Computerworld Norge recently won an honors award from the Society for News Design Scandinavia (SNDS) for last year's redesign of its *IT Karriere* magazine. It is the ninth time *CW Norge* has been recognized by the prestigious design association.

The latest SNDS competition drew 830 submissions from a wide range of newspapers and magazines from Sweden, Denmark, Finland, Iceland and Norway. In all, one gold, nine silvers, 13 bronze medals and 39 honor awards will be awarded at the annual SNDS conference held in Helsinki May 12.

IT Karriere will be published eight times in 2005, both as a supplement to *Computerworld Norge* and as an occasional stand-alone magazine. It lists IT-related courses and educational programs in Norway and covers topics such as which skills are in greatest demand, profiles of IT job responsibilities and labor market overviews. It also includes feature articles and gadget reviews. The redesign aimed to create a more airy look with more room for graphic elements.

For more details write to IT Karriere Editor ***Eva Tønnessen*** *at eva.tonnessen@computerworld.no.* WU

Coming up

CIO Leadership Conference and "Ones to Watch" Awards Program
May 9-11
Cambridge, Mass.
www.cio.com/conferences/home.html?ID=261

RoboBusiness
An IDG World Expo/Robotics Trends event
May 10-11
Cambridge, Mass.
www.roboevent.com

Security Forum West
May 11
San Francisco
www.idc.com/securityforum05

IDC-Kahn Compliance in Information Management Forum
May 12
San Francisco
www.idc.com/kahnconsulting/compliancewest05

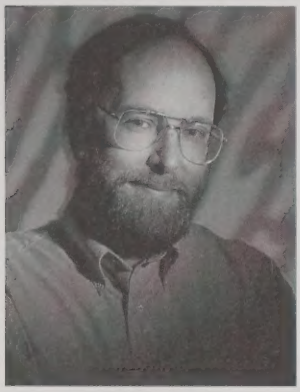
IDG Global Gaming Publications Summit
May 16
Los Angeles
Contact: Francis Mao
fmao@gamepro.com

SOA Executive Forum
(Service-oriented architecture)
May 17
New York City
www.infoworld.com/SOAforum

Syndicate
An IDG World Expo event
May 17-18
New York City
www.syndicateconference.com

one on one the interview

Adam Gaffin
Network World's executive editor/online news is this week's guest columnist. Reach him at agaffin@nww.com.



"Blog early and often — a short item about something useful can be just as good as a long rant. Don't blog unless you really have something to say. Blogging just because everybody else is doing it will ultimately waste your time and that of your readers (the few who stick around)."

Q How many blogs do you write, and are they both business and non-business related?

A I write a blog for *Network World* called Compendium (www.networkworld.com/compendium/), in which I try to find unusual tools and stories related to enterprise networking. (My all-time favorite is the guy who converted the shoot-em-up game Doom into a tool for managing Unix servers. Instead of monsters, he sees Unix processes that he can try to kill). It's also where I let users know what's going on at Networkworld.com.

I write a couple of Web logs after hours. Universal Hub (www.universalhub.com) is basically a digest of interesting postings from the several hundred other Web logs in the Boston area (thank goodness for RSS aggregators!). It's now even in print, as a column in the *Boston Sunday Globe*. Because I have no life, I also run fludemic.com — all about how the flu will kill us all.

Q How do you see blogs fitting in to a business environment? What is their value to an organization like Network World?

A I don't think you can really run a technically oriented Web site/publication any more without Web logs (and associated tools such as blogrolls and RSS feeds). Readers expect them, and when done well, they can really help create a community around your writers and brand. **Jon Udell** at InfoWorld is a wonderful example; at *Network World*, **Melissa Shaw** has quickly built up an audience for her Layer 8 blog. Internally, we set up our intranet using Movable Type. It's come in quite handy for posting results and photos and trash talking during the annual company bocce tournament!

Q Do you actively encourage other journalists at *Network World* to blog and if so, how?

A All of the primary research centers on our site have "Notes" areas that are basically blogs written by the reporter on that beat. In addition, if any reporter or editor wants to do a more traditional blog, we'll just set one up. For example, **Jason Meserve**, who handles multimedia content for our site, also writes a Weblog about multimedia. Some of our columnists, such as **Mark Gibbs** and **James Gaskin**, now also have *Network World* blogs. But blogs aren't just for the editorial department. Our events group has a DEMO Web log, where Chris Shipley (who runs the DEMO shows) and **Keith Shaw** write about emerging companies and trends (www.demo.com/demoletter/); we're also putting together a Web log for our Vortex show that Network World President & Editorial Director **John Gallant** will write.

Q Does Network World have any sort of official policy regarding blogs?

A Our "Notes" blogs all go through a traditional workflow: an editor looks them over before they're posted. Otherwise, we don't have a formal policy on blogs. We assume our folks will know how to handle themselves professionally online.

Q Do you consider bloggers to be journalists? If not, how do they differ and are there issues raised when journalists blog?

A Some are and some aren't. Some of the more interesting blogs I follow are written not by journalists but by people who are actually doing the sort of things we cover. To be sure, they often have a bias, but they don't try to hide that, and the best of them can give you insights (and even leads on stories) you might not find elsewhere.

At the same time, you expect people who are journalists (i.e., they get paid to write) to maintain the same standards they follow when writing in more traditional ways, from fact checking to having something interesting to say. But blogging often involves sharing your opinions; that can be hard if you're also writing about companies you cover as part of a beat.

Q Can you share some best practices regarding blogs?

A Embrace the culture of blogging, as scary as it may seem at first. Open your blog up to public comments. Dialogue is wonderful; make sure you respond to those comments on your Web log. Blog early and often — a short item about something useful can be just as good as a long rant.

Follow links! Links are really the currency of the blogosphere. Make sure you have trackback turned on, both so you can see what others are saying about you and so you can let them know you're talking about them. Over time, this helps develop a community around your blog (you can also follow links via sites such as Technorati and Bloglines).

Get yourself a good offline editor that lets you compose and save items on your PC, then upload them when you're ready.

continued on page 6

PCW's Digital Duo

continued from page 1

air and was available in 75% of U.S. TV markets PCWD2 already has clearance in public-television markets covering more than 60% of the country and it continues to grow.

"It was time to revive it," he said. "Technology is pervasive in every aspect of our lives. The show had a very strong following the first time out, with initial underwriter support funding it during the dot-com craze that was lost during the crash. Even though 'Digital Duo' was too early, it had incredible viewership numbers."

*PC World VP/Editor-in-chief **Harry McCracken** (left) and Associate Publisher **Wayne Silverman** (center) met with representatives from the firms underwriting "PCWorld's Digital Duo" TV show. Hosts Stephen Manes and Angela Gunn are third from the right and far right, respectively.*

PCWD2's inaugural season is underwritten by networked-digital-products company BenQ, technology retailer CDW and DLP a projection display division of Texas Instruments. All the underwriters will receive on-air ad spots, a strong presence in the PCWD2 area on PCWorld.com, mentions in all promotions running in the magazine, as well as an enormous amount of impressions via outbound e-mail newsletters. PCW is currently looking for a final underwriter for the current season. "It took us about 18 months to put this project together and sign up these underwriters," Silverman said. "We approached companies where we have solid relationships and brought them our vision of the series. They trusted us enough to take a leap of faith with something we've never done before."

Each half-hour show will be a guide to all things digital, and hosts Stephen Manes (one-half of the original "digital duo") and USAToday.com columnist Angela Gunn, will offer their commentary on business and consumer technology products and services. Episode No. 1 covered the pros and cons of ultralight notebooks, and the second looked at the merits and perils of instant messaging.

Manes and Gunn develop each show's content in cooperation with Executive Producer Dennis Allen, who also produced the original series. They receive updates on what the *PC World* editorial staff has in development as possible show ideas.

Twenty-six shows are currently being filmed in Seattle. (Actual shooting of the series happens over three 11-hour days in which a block of episodes is filmed; 13 episodes have been completed.) As the episodes air, segments of each show are posted as streaming video on the PCW site (www.pcworld.com/digitalduo). PCWworld.com also features text-based segment summaries and links to product information for all the products mentioned in each episode.

"Ideally, people will see the show on TV and come to our site for more information, or they'll see the show's area on our site and look for the show on air; they'll feed each other," Silverman said.

The half-hour show is scheduled to air once a week, but because public television stations are independently run, airings are up to the stations' discretion. After they are aired, the production company, Incandescent Entertainment, will update information in the episodes if needed before they are rebroadcast.

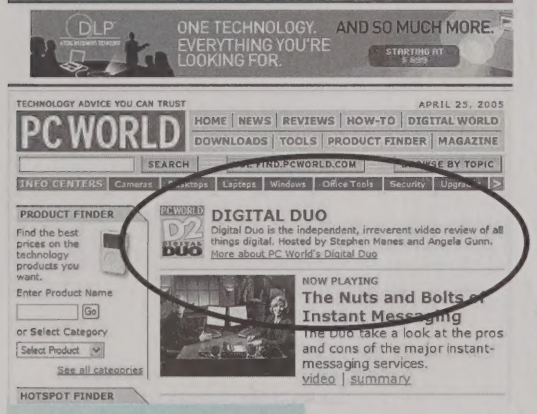
Silverman said the series targeted public television stations because it allowed Incandescent and the hosts to retain control the editorial side of the show. "If you go to The Discovery Channel or The Learning Channel, then they want input. With public television, you're completely independent, which maintains the credibility and integrity of the program."

PC World will be offering its sister *PCW*'s the series for international licensing, either via broadband or on local TV stations and has spoken to IDG Australia, IDG New Zealand and IDG Romania about it. Silverman said the show can be aired in English, dubbed into the local language or sub-titled.

"We can either rework the show for them or license it to them in partnership with our production company so they can rework it for their market," Silverman said. "It's a great way for licensees to bring their content to life, a strong way to keep visitors — or get new visitors — on their Web sites, an exciting way to extend the *PCW* brand and get much-needed broadband advertising opportunities without having to build them from scratch and, lastly, potentially a new revenue stream for licensees."

Write to wayne_silverman@pcworld.com. WU

View Digital Duo on the Web



PC World is making short clips of its Digital Duo program available on its Web site. Here are several direct links:

Picking the Right IM Service
www.pcworld.com/digitalduo/video/0,segid,10,00.asp

IM Bad Guys: Phishers
www.pcworld.com/digitalduo/video/0,segid,16,00.asp

Speech Recognition, Part 1
www.pcworld.com/digitalduo/video/0,segid,6,00.asp

IDG

May 2, 2005

Director, Event Planning (CXO)
CXO Media's CIO Executive Council seeks a creative and energetic individual to develop the strategic content for its CIO Executive Council related events. The CIO Executive Council ("Council") is a professional association of CIOs whose mission is to leverage the collective strengths of a large, powerful coalition CIOs for the purpose of achieving change within their own organizations and influencing key industry, academic, media and governmental groups. Working for the Council's Managing Director of Content Development, you will have responsibility for: developing the over-riding themes for various face-to-face and web conferences and events; working with Council staff and members to determine specific topics to be addressed; creating the agenda; recruiting speakers either internal or external to Council membership (including adhering to budgets and negotiating presenter contracts); coordinating with Council marketing and member services to promote the event programs to the appropriate members. Success in this role depends on strong communication skills, a good understanding of the needs of CIOs and senior managers of global 2000 corporations, the willingness to do everything that needs to be done, and the ability to handle multiple deadlines. Ideal candidates will have a background in producing editorial material for IT or general business publications/events, project management experience, the ability to work with marketing and member services on successful audience development plans, grace under pressure, and the dexterity to juggle many tasks at once. Experience in international event programming is a strong plus. An understanding of existing and emerging trends for the CIO is a must.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Production Coordinator (CXO)
CXO Media is seeking a Production Coordinator to handle on-line advertisement administrative functions as well as print advertising responsibilities including ad trafficking, material management, checking digital files, vendor communications, as well as maintenance of advertising reports for both on-line and print. Multi-tasking, strong organizational skills, attention to detail as well as an understanding of both Mac and PC platforms are required. Strong knowledge and understanding of on-line file formats, html, Quark and general knowledge in Acrobat, Photoshop and Illustrator preferred. Previous on-line and print production experience ideal. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Project Manager (CXO)
CXO Media is seeking a Project Manager for the CIO Executive Council. The Council's Project Manager is responsible for ensuring the delivery of Council initiatives by establishing and maintaining a project management framework for the Council. Reporting directly to the Council's General Manager, responsibilities include managing the prioritization of projects and initiatives across the Council, managing specifications of all Council project plans, and assisting in managing the allocation of Council resources, including appropriate CXO Media or external resources. The Manager is responsible for the full lifecycle of all Council projects, from conception to completion. The successful candidate will have 3-5 years experience as a project manager in either Research or Information Technology and will need to have demonstrated ability to effectively set project management standards and to manage complex projects in parallel. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Web Writer (CXO)
CXO Media Inc is looking for a Web writer to research and write stories, write newsletters, update editorial content, and develop new website features. The candidate should have excellent writing skills, excellent communication skills, a creative mind, a superior attention to detail, and the ability to work in a fast-paced environment.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Content Management Intern (IDC)

IDC's Content Management and Retrieval Solutions group tracks and analyzes software applications and services that create, manage, organize, access, visualize, analyze, or distribute unstructured information. The scope includes content and media authoring tools; active documents and related XML technologies, document, content, and media asset management; content access tools, including search engines, text mining, information visualization, and online usability; and digital rights management. This service gives vendors and buyers of content-related technologies the information they need to develop strategies for both product development and selection. Subscribers to this service receive direct access to IDC's top industry experts, who can supply competitive analysis and positioning advice, identify strategic partnering opportunities, assist with speaking to the investment community, provide press quotes, and more. This summer intern position would provide the group assistance with new research, administrative tasks and business development opportunities. Responsibilities include: Conduct research and manage surveys in content areas of interest to IDC; Gather contact information for business development activities; Contact potential clients for briefing sessions and/or marketing outreach; Network with clients to build strategic business relationships; Manage scheduling of meetings; Follow up on action items; Assume responsibility for some clerical work such as entering contacts, filing notes. We are looking for a college junior or senior (or MBA student) with basic research skills, expertise with Microsoft Office suite, and strong communication skills. Students with experience in research and/or technology are preferred. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

HR Assistant (IDC)

IDC, a leading market research and consulting organization specializing in the information technology industry, has a great opportunity for a Human Resources Assistant. This role provides administrative support to the IDC U.S. Human Resources team and touches on many aspects of HR with a focus on recruitment. Specific responsibilities include processing resumes through a Lotus Notes resume and candidate tracking system, managing the on-line and print job postings, coordinating the Employee Referral program, coordinating supply and distribution of recruiting collateral. You will also maintain the personnel files, new hire supplies and file room and manage various HR programs, including support to Reward & Recognition program, Matching Gifts and Ski Pass program. You will serve on the IDC Event & Charity committee and provide general administrative support. This position will sit at the front reception area and actively assist the team in providing excellent customer service and support to all employees. If you would like to be a part of a dynamic HR team, we require that you be a dedicated self-starter who has past experience or future ambitions of working in Human Resources. To qualify for this position you must have a high school diploma and preferably some college courses or college degree. Must have proven administrative experience, knowledge of Word, Excel, and feel very comfortable with computers. This position requires a highly organized individual with superior attention to detail, ability to multi-task and prioritize, excellent interpersonal skills and the ability to respond in a confidential manner to employee questions and concerns. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Worldwide Telecom (IDC)

World Wide Telecom CIS/Telecom Black Book: Provide trend analysis, competitive insights, & technology assessments for the worldwide telecommunications markets. The analyst will assess opportunities and produce strategic profiles of leading global carriers. The research encompasses voice and data services in wireline and wireless networks for consumers and businesses. The analyst will work with U.S. and other IDC regional analysts to coordinate and produce consistent global telecom research and forecasts for the IDC Telecom Black Book. Other responsibilities include responding to customer inquiries and managing client relationships, as well as participating in custom consulting projects. The analyst should also be comfortable as a public speaker. An understanding of telecommunications technology is required, as well as excellent writing and database modeling capabilities. The analyst will also be expected to support the Sales staff by demonstrating the value of IDC's knowledge base and resources to prospective clients. Skills and experience which are critical for this position include: strong analytical skills, demonstrated ability to write clear and insightful research, experience championing multiple deliverables and deadlines, and strong interpersonal skills to develop successful client, analyst and sales relationships. Candidates should possess a bachelor's degree and five to seven years' relevant experience. This position will be based in IDC's Framingham, MA, NYC, or Miami office. ***Location: Framingham, MA; Miami, FL; New York, NY***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Director, Services Consulting (IDC)

IDC's U.S. Consulting practice is responsible for developing and conducting market research, and consulting assignments, primarily focused on IT Hardware, Software, and Services industry vendors. We are currently seeking a Consulting Director to help develop and drive IDC's consulting practice in the IT Services industry. The Director, Services Consulting will be required to deliver quality research projects, provide high levels of customer interaction, and be able to grow the consulting practice for IT Services industry clients. This will involve developing proposals and managing projects from beginning through completion, while working closely with IDC Services analysts and with sales personnel. Clients will include leading Services companies like IBM, EDS, AT&T, HP, Microsoft, and others. The individual will need to have strong client facing skills and a keen business sense to identify and write proposals in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the Director to have strong project management skills. The Director will also be responsible for gathering primary and secondary information to support the projects. The individual should have 10+ years of professional experience with a focus on client development, solution creation with senior level executives, project management and execution, analysis and writing abilities along with strong public presentation skills. The individual should have experience selling large consulting projects and advising senior level vendor clients. Experience working in an entrepreneurial environment and knowledge of the IT Services industry is highly desirable. Experience in consulting and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: strong business development skills; familiarity with qualitative and quantitative research methodologies and market modeling; strong project management skills with a constant eye on detail; ability to provide actionable advice to executive level management; strong writing skills; strong collaboration skills; strong presentation skills; comfort working in a fast-paced, ever changing environment; and creative problem solving. A bachelor's degree is required and a master's degree is preferred. This position is based in IDC's Framingham, MA office with approximately 20% travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Leasing Evaluation Services (IDC)

The Leasing Evaluation Service Group is looking for a part-time (20 hours per week) Senior Analyst to join the team. Key responsibilities include following the market for leased private branch exchange (PBX), VOIP and data networking equipment with a focus on the analysis of current and future resale values for specific brands and models of this type of equipment. The ability to gain pricing estimates and competitive intelligence information will require the development of relationships with brokers and retailers of used high-end server equipment. The Senior Analyst will perform primary research, analyze data and prepare written research in the form of studies, reports, bulletins and e-flashes. Written research will consist of both scheduled pieces for use by continuous customers of the service as well as custom research for project-based customers. A solid understanding of the voice and data networking market coupled with a broad knowledge of the trading dynamics of its equipment in the used market is required. Knowledge of the IT equipment leasing industry including key players, products and services is preferred. Also, fundamental financial skills, including a cursory understanding of key leasing terms and accounting concepts is important to the position. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Summer Internship, Life Science Insights (LSI)

Through Life Science Insights, an IDC company, we provide a dedicated team of specialist analysts and consultants to analyze the life science space and the commercial pressures in the industries operating in life science. Founded in January 2004, Life Science Insights covers topics of strategic importance to industry institutions, life science specialists, IT vendors, venture capital companies, financial analysts and consultants globally. For more information, visit www.life-science-insights.com. These (unpaid) internships are for credit or for academic transcript notation. Life Science Insights will work with students to complete the necessary paperwork required to receive credit. Ultimate responsibility for getting approval will rest with the students. All internships are part-time (20-30 hours/week for 6-8 weeks). There is flexibility in the hours and schedule. Responsibilities include assisting Research and Consulting staff with: primary and secondary research; market and company analysis; data gathering, synthesis and analysis; report preparation; and other activities as needed. Skills: Basic qualitative and quantitative research skills; Working knowledge of Microsoft Office suite including Access; Excellent written and oral communication skills; Organized and detail oriented; Ability to balance simultaneous projects; Science knowledge/background a plus. For more information, or to apply for this position, please email mhockman@idc.com. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Content Technologies (IDC)

The Content Technologies Group at IDC is looking for a practical visionary-- a thoughtful, highly motivated, experienced individual to join us as Research Director for our content management, digital asset management, XML and authoring tools research. This research group covers technologies, services and software related to unstructured information. In addition to the areas above, coverage includes search engines and other content access tools, rich media, taxonomies and categorization, globalization, machine translation, speech and other natural language processing technologies, Web search, and information management and access services vendors. As part of the IDeAS (Integration, Development, and Applications Software) Group at IDC, they work with other enterprise software research groups to cover the Enterprise Workplace, Information Governance, and other current issues relating to information work. This position requires a flexible individual with a sense of humor and thorough knowledge of the content management and digital asset management markets and their underlying technologies. Practical experience is preferred. Knowledge of XML and its role in information management and access would be an asset. The successful candidate will assume responsibility for all research related to content and digital asset management, as well as for XML and authoring tools. Responsibilities include: Conduct research in these markets, tracking major and minor vendors, and representing them within IDC's other research initiatives; Work with other IDC groups on digital media research and consulting projects; Write thought-provoking forecasts and studies on the market, vendors, users and new developments; Work with vendors, industry groups, and technology customers to understand and discuss the markets. Attend briefings, participate in strategy and analysis sessions with clients; Design and analyze surveys on hot topics; Develop new business, attract new clients and serve existing ones, launch new areas of research when appropriate, propose and land consulting projects, writing and speaking engagements. The successful candidate will: Have 10-15 years experience in related areas, and an advanced degree in technology, business, or information science; Bring knowledge of content management, its role in the enterprise, and the market dynamics that surround it; Bring a broad view of information work and life in general as a context in which to understand the market; Enjoy working collaboratively in a non-hierarchical group, helping to co-manage and plan business; Enjoy discussing trends and ideas in brainstorming sessions; Enjoy working independently on projects, but as part of a larger group; Write well; Speak well in front of audiences of all sizes; Be adept at both qualitative and quantitative research and analysis, including survey design and analysis; Respect the privacy of vendor and customer confidences; Be flexible and enthusiastic. IDC has offices in 50 countries around the globe. This position, leading IDC's worldwide research on content management, is an opportunity to develop ties to other regions and support regional research. Some travel will be required, but this position has great latitude, and can be adapted to the needs of the individual. This is an opportunity for a person who is entrepreneurial and who wants to help develop a small business within the framework and support of a world-class research organization. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

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Current Jobs, Week of May 2, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Sales	Online Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Conf	Conference Manager/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Application Development and Support Analyst	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Executive Producer, Computerworld.com	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Online	Web Designer, Computerworld.com	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Associate	Framingham MA or Param	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	Director, Event Planning	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Copy Editor	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Features Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Marketing/Client Relations Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	General	Project Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Web Writer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Prod	Production Coordinator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Rsch	Research Director, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
HR Services Division						
	HR	Senior Human Resources Generalist	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG						
	Bus Dev	Director of Business Development	East Coast	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
	Bus Dev	Director of Business Development	San Francisco CA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Admin	Part-Time Office Assistant/Receptionist	Irvine CA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Corporate Support Center						
	Admin	Receptionist	Boston MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Sales	National Ad Sales Director	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Sales	Regional Sales Manager	Singapore	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
InfoWorld						
	Admin	Sales Associate	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Edit	Copy Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
IPS						
	Edit	US Correspondent	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Mac Publishing						
	Art/Design	Designer	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	HR	Director of Human Resources	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	IS	Systems Support Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Admin	Editorial Administrative Assistant	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Admin	Executive Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
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	Online	Director, Online Marketing	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Test	Test Center Coordinator	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
World Expo						
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	Sales	Sales Manager	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	HR	HR Assistant	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	HR	HR Representative	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Intern	Content Management Intern	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	IS	Desktop Services Team Lead	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Prod	Production Coordinator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Analyst Account Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Inquiry Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, WW Semiconductor, Revenue Forecast	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker Product	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Personal Computing	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Worldwide Services Research Group	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Content Technologies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Network Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Software and Hardware Support Servic	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Worldwide Telecom	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Senior Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	VP, Customer Experience Practice	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Energy Insights						
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	Research	Sr. Research Analyst, Banking and IT Opportunities	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Research Director, Life Science Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Industry Accounts	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
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Getting the word out takes planning

After five months of research, design, testing, meetings, more design and more testing, long days and late nights, Networkworld.com is finally ready to meet its public. But is its public ready for it? Ensuring that all the various constituencies — both internal and external — were informed about the redesigned — and rebranded — site was the responsibility of Network World Senior Director of Marketing and Customer Experience **TerryAnn Croci** and her team.

"About 2 ½ months ago, we began to put together a formal communications plan to make sure that we knew what, when and to whom we needed to communicate news about Networkworld.com," Croci said. "It is obviously critically important that we keep all of our constituencies — our readers, our team, the IDG corporate sales group, our clients and their agencies, Google and other search engine companies and the various industry groups that track us — in the loop, but the information needs of each are different," she said.

About a month ago, the sales force had an opportunity to view a presentation created by the marketing group in conjunction with NW VP Online **Kevin Normandeau** and National Sales Director/Integrated Solutions **Susan Cardoza** explaining the changes to the site. That presentation was re-purposed into a tool for the sales force to use to with their customers.

All of Network World was notified about the upcoming changes via e-mail several weeks ago. Readers will be alerted to the changes on Monday morning when they visit nwfusion.com. They will be immediately redirected to the new site where various pop-up windows on www.networkworld.com will walk them through the changes.

Networkworld.com

continued from page 1

This traffic carries with it various levels of context that the new site is designed to leverage. If a user enters the site from Google with the search term 'WiMax,' their entrance to the site will focus on WiMax but also bring in content for relevant terms such as 802.11 and WiFi."

Another important goal was improving the site's search engine optimization, said Network World Vice President Online **Kevin Normandeau**, who led the effort. "Search engines are an important source of visitors to our site," he noted, "and it is vital that our pages are friendly not only to human users but also to the spiders that search the Web for content and rank it against the terms typed in by users. The higher our pages appear on a search result ranking, the more people will visit Networkworld.com," he said.

"We learned a great deal about how people conduct searches by using a Keyword Selector tool provided by Overture from Yahoo," Gallagher added. This tool enables a site owner to see the popularity of specific search terms as well as the derivatives of those terms.

"For instance, four times as many people search on 'webcasts' as one word as opposed to two words. We also had a subtopic in our Security Research Center called 'Virus.' But what we learned was that the term 'anti virus' is searched on about 10 times more frequently. That is great insight to have when you are zeroing in on what keywords to optimize for," he said. "Our editors are now using terms to tag the pages and write content that is more friendly to search engine spiders."

"Four times as many people search on 'webcasts' as one word as opposed to two words. ... The word 'anti virus' is searched on about 10 times more frequently [than virus]. That is great insight to have when you are zeroing in on what keywords to optimize for."

— Dan Gallagher

The redesign also involved more tightly integrating vendor content into contextually relevant pages, Normandeau said. "We are extremely careful to label vendor content as such so there is no confusion between it and Network World editorial, but we also realize that vendor-supplied white papers and other resources can be very valuable tools for our readers looking to make buying decisions," Normandeau said.

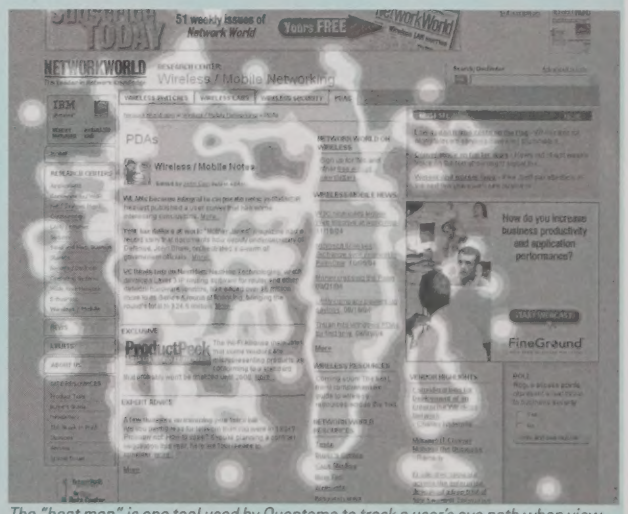
To view the site, visit www.networkworld.com. For more information, contact Kevin Normandeau at knormandeau@nww.com.

WU

Usability testing helps Network World refine site redesign

Usability studies, while providing valuable feedback about users' experiences on a web site, can be quite costly. However, in a fortunate bit of timing, Web design company Ceonex was looking to pilot its newly developed research tool, Quantemo, before Network World was about to enter the final stages of its site redesign. By partnering with Ceonex to test the new product, Network World was able to benefit from this new technology for a very affordable price.

Quantemo uses a research process that correlates physiological and psychographic data with observational and survey methodologies to measure and quantify a user's response to performing a task online. In Network World's case, the 12 users tested were each given a series of eight tasks to perform. Their emotional response at each point in the task was monitored through posture, expression, skin temperature, pulse and eye tracking. According to **Dan Gallagher,** NWW director of online audience development, "we were able to pinpoint potential abandonment points in the task that caused confusion or stress in the subject and address them."



The "heat map" is one tool used by Quentemo to track a user's eye path when viewing a Web page. Different colors indicate varying lengths of time spent focusing on particular areas of the page.

And while Gallagher said that the testing resulted in some minor tweaking to the site, such as placement of certain ads and as well as the labeling and location of certain links and increasing the font size for some navigation, the good news was that the testing "really validated the design. Most tasks tested scored very highly with the subjects and confirmed that the methodology that drove the redesign was sound," Gallagher said.

For more information, contact Dan Gallagher at dgallagher@nww.com or visit www.quantemo.com.

noteworthy people

New employees

PETER SHORT

Lundstrom

Scott Lundstrom joins IDC Framingham's Life Science Insights group as VP, Research. He was previously senior VP and CTO with AMR Research, Inc. and managed technology and business process research. He holds a B.S. in computer science and business from Boston's Northeastern University and an M.B.A. from New York University's Stern School of Business. He enjoys drag racing and coaching sports for his four sons. *scott_lundstrom@idc.com*

Previously a marketing manager with WorldTrade Executive, Inc., **Jennifer Baker** is now a marketing communications manager with CXO Media in Framingham, Mass., responsible for supporting member recruitment and retention for executive leadership peer-to-peer programs. She holds a B.A. in sociology and women's studies from Tulane University in New Orleans and an M.B.A. in marketing from Bentley College Graduate School of Business in Waltham, Mass. In her off hours she enjoys ballet, kickboxing and travel. *jbaker@cxo.com*

Network World has hired **Grace Moy** as an exhibit sales manager. She was previously an events sales manager with GTC and holds a B.A. in marketing and sociology from Boston College. She occupies her free time with gardening, shopping and "hitting the beach." *gmay@nww.com*

Send us your news about new hires and promotions

All business units are invited to send information for the Noteworthy section to world_update@idg.com.

One on one

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Q **How about "worst practices"?**

A Don't blog unless you really have something to say. Blogging just because everybody else is doing it will ultimately waste your time and that of your readers (the few who stick around). Also don't blog unless you're prepared to put some time into it. An infrequently written blog will be an infrequently read blog.

The best blogs have audiences; they can take time to develop, so don't try one-off, quickie blogs for things such as trade shows. Better to see if your existing bloggers can "cover" the event.

Last, don't set up a blog without some sort of mechanism for handling the vast amounts of comment spam and trackback spam you will get. WU

*Employees are encouraged to send suggestions, and potential questions, for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com or fax 617-423-0712.*

IDC opens its doors for its annual Take Your Children To Work Day

DEBBIE BERNARDI

*IDC Senior HR Representative **Michelle Hockman** spends some times with Isabel Floyd, daughter of Sales Director/Hardware Services **Tracy Floyd**..*

If only adults could have this much fun at work! IDC employees and 70 children ages four to 13 enjoyed a variety of activities at the company's annual Take Your Children to Work Day in Framingham, Mass., last month.

Coordinated by IDC Benefits and Programs Specialist **Leslie Bachand**, the day began with a photo session for an IDC badge. While waiting for their turn, the group divided into teams by age, brainstormed a team name, and played bingo, Twister, and a version of IDC Pictionary using the whiteboards in a conference room.

The children created their own resume by using pictures to complete a booklet that had sections including "all about me," "my experience" and "my future." A scavenger hunt helped them perform tasks in different functional groups including the IT Department (creating a help-desk ticket); Reception (taking a phone message), the Copy Center (making copies) and Finance (turning in an IDC timesheet and getting paid with play money, which they used to buy themselves and their parents a pizza lunch). The children also visited their parents' work spaces and brought home IDC T-shirts and backpacks.

Write to Leslie Bachand at lbachand@idc.com. WU

New addresses: IDC Russia, IDC Middle East

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Moscow 101000
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Tel: +7-095-739-22-50
Fax: +7-095-739-21-20

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DIC Building #8
Suite 203
2nd Floor
Dubai Internet City
Dubai
United Arab Emirates
Tel: +971-4-3912741
Fax: +971-4-3911922

service

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Diane LaLumiere *IDC*

16
Basilio Rodriguez *IDG Spain*

15
Ruggero Vota *IDG Italy*
Philippe de Marcillac *IDC*

14
Ágnes Héjjas *IDG Hungary*
Mandie Johnson *Macworld U.K.*
Nilde Meregalli *IDG Italy*

13
Kimberly Brinson *PC World*
York von Heimburg *IDG Germany*
Rosa Guerinoni *IDG Italy*

12
Jena Vratislavova *IDG Czech*
Malgorzata Brudniak *IDG Poland*

11
Julia King *Computerworld*
Dan Kusnetzky *IDC*
Maria Nieves Santana *IDG Spain*

10
Urs Flückiger *IDG Switzerland*
Klaus Krabbe *IDG Denmark*
Karen Smalarz *IDG*
Jeroen den Haan *IDG Netherlands*

9
Mari Keefe *Computerworld*
Adam Jadczak *IDG Poland*
Cornelia Neft *IDG Germany*

8
Robert Amatruda *IDC*
Jacek Dudzinski *IDG Poland*
Pär Rittsel *IDG Sweden*
Jörg Langer *IDG Germany*

7
Ulrika Jonsson *IDG Sweden*
Tanja van Bladeren *IDG Netherlands*
Joe Greene *IDC Canada*

6
Maria Zhang *IDG China*
James Nagle *IDC*
Jesper Bille Haun *IDG Denmark*
Jacek Osiadacz *IDG Poland*
Karin Willing *IDG Sweden*
Francesco Pignatelli *IDG Italy*

5
Deborah Crimmings *Computerworld*
Jim Galbraith *Mac Publishing*
Max Green *PC World*
Susan Feldman *IDC*
Jay Gumbiner *IDC*
Paul Honens *IDC*
Ron Kaplan *IDC*
Akira Honma *IDG Japan*
Masatoshi Ono *IDG Japan*
Atsuo Yamamoto *IDG Japan*
Mae Lee *IDC Singapore*
Rob Hailstone *IDC U.K.*
Ana Maria Segura *IDG Spain*
Louise Ahlsson *IDG Sweden*
Mattias Johnson *IDG Sweden*
Sofia Jansson *IDG Sweden*
Anne Marie d'Almeida *IDC France*
Anette Kniffler *IDG Germany*
Dagmar Schütze *IDG Germany*

4
Cheryl Patfield *IT World Canada*
Esther Majoleth *IDG Switzerland*
Merete Obæk *IDG Denmark*
Takeya Tanno *IDG Japan*
Teréz Berényi *IDG Hungary*
Tomas Gilså *IDG Sweden*
Woody Swarte *IDG Netherlands*
Bernadetta Schroth *IDG Germany*
Uwe Miethe *IDG Germany*

3
Derek Butcher *InfoWorld*
Robert Vanglo *IDG Denmark*
Sue-Lin Lim *IDC Malaysia*
Marek Marszycki *IDG Poland*
Mascha Ringers *IDG Sweden*
John Blau *IDG News Service*

2
Nelva Riley *Computerworld*
Ladislav Piprek *IDG Czech*
Lynn Dong *IDG China*
Stephen Elliot *IDC*
Alicia Fuce *IDC*
Wu Zhou *IDC*
Enikö Vass *IDG Hungary*
Linda Grier *IDC U.K.*
Per Torberger *IDG Sweden*
Nicole Andersson *IDG Sweden*
Mirian Domingues *IDG Brazil*
Maria Ruiz *IDG Spain*
Katarzyna Blasiak *IDG Poland*
Thomas Nauckhoff *IDG Sweden*
Pascal Usmany *IDG Sweden*
Tracy Friend *PC Advisor*
Rene Heuser *IDG Germany*
Bettina Schwarz *IDG Germany*
Alberto Berini *IDG Italy*

1
Stephen Loynd *IDC*
Nishimura Mitsuyoshi *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Boston IDG office gives high school students a peek at journalism, PR

IDG WORLD UPDATE

*(Back, center): IDG Director of Corporate Communications **Howard Sholkin** (left) and IPS Desktop and Telecom Administrator **Steve Inza** were among the employees who talked to Boston high school students last month.*

IDG International Publishing Services (IPS) hosted nine students and two teachers from Newman High School in Boston as part of a nationwide workplace mentoring program. Job Shadowing 2005 is coordinated by the Job Shadow Coalition, which consists of America's Promise, Junior Achievement, the U.S. Department of Education and the U.S. Department of Labor. This year, for the first time, the Magazine Publishers of America recruited member companies to participate in the program. Network World hosted a student group in February.

IDG Director of Corporate Communications **Howard Sholkin** coordinated the half-day IPS visit. After a presentation about IDG and the IT publishing field, the students had a chance to learn about public relations from IDG Corporate Communications Manager **Susanna Hinds**, take a copyediting test with IDG News Service Copy Editor **Fred O'Connor**, talk to Senior Reporter/Online News **Tom Spring** of *PC World*'s East Coast bureau, which shares space with IPS, and ask Desktop and Telecom Administrator **Steve Inza** about his IT responsibilities.

Write to howard_sholkin@idg.com. WU

celebrating 10!

Name
Michal Kreczmar

Home
Warsaw

Joined IDG Poland
September 1994 as a staff writer.

Career path
Staff writer, journalist, editor-in-chief of *CYBER*, online publisher.

Current job
As online publisher I manage 17 Polish online Web sites and deal with sales and marketing, editorial content and taxonomy, and all the back-end Web applications programming.

Most challenging part of your job
Managing new projects.

Best part of your job
Analyzing Web traffic growth.

Most memorable moment at work?
Having dinner with Pat McGovern.

If you could change one thing about IDG, what would it be?
Digitize everything ASAP and leave paper behind.

Best piece of advice you've ever received?
You should perfectly manage the work of your personnel to maximize performance goals.

Interests outside the office
Science fiction (both books and movies) travel, sports.

Family
My wife, Agnieszka, and daughter Sonia (8 months).

What accomplishment at work are you most proud of?
Having our Web pages reach more than 20% of all Polish Internet users (almost 2 million unique visitors monthly).

Favorite way to work off stress?
Going for walks.

What ability do you wish you had that you don't have?
Patience.

Dream destination
Guatemala, Belize, Honduras.

Fantasy job
Computer games developer.

First job?
I was a sidewalk vendor selling books.

*IDG Poland Online Publisher **Michal Kreczmar** was the guest of IDG Chairman **Pat McGovern** at a dinner in Warsaw earlier this year marking his 10 years of service to the company.*

Five people — living or dead — you'd invite to a dinner party?
Science fiction writers Stanislaw Lem, Philip Dick, William Gibson, Isaac Asimov, Arthur Clarke.

What is the most difficult decision you ever had to make?
Firing people to cut expenses in the business unit.

Favorite movie?
The *Lord of the Rings* trilogy.

What book is on your nightstand?
No Logo by Naomi Klein.

Favorite sports?
Snowboarding, biking.

Favorite vacation spot?
Anywhere I can go snorkeling or diving.

Manager's profile
"Michal oversees all our online activities, so in a sense he works for the company's future more than anybody else. IDG Poland's online revenue is growing at 30% but today its revenues make up 4% of IDG Poland's total revenue, so the challenge is huge. Michal is the only manager outside the accounting department to get into the financial information system and create reports himself so he can better analyze his department's performance."
— *Kazimierz Szot, managing director, IDG Poland*

IDG World Update available via PDF

If you would like to receive *IDG World Update* via a pdf file in your e-mail box each Monday morning, please send your request to world_update@idg.com and include your name, business unit and the e-mail address to which you would like the newsletter sent.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Zach Sullivan *Network World*
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WWW.IDGCENTRAL.COM

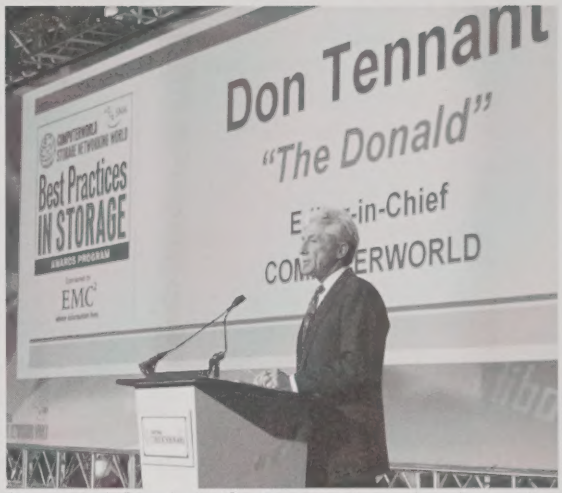
Users, vendors turn out in force for CW's SNW

Storage infrastructure challenges drive record attendance at twice-yearly event

Computerworld's Strategic Program and Events group's twice yearly Storage Networking World (SNW) Conference, held last month in Phoenix, was the largest Spring SNW in the event's history with a total registration of just under 2,700. SNW focuses on the continuously growing storage networking technology market and offers attendees a content-rich agenda with a specific focus on end-user education.

"Without question, the sustained momentum in attendance is directly related to the need for storage professionals to deal with more infrastructure challenges in their organizations," said **Derek Hulitzky**, CW VP, Event Marketing and Conference Programs. "Since we continue to see both a large user and vendor turnout at the conference, it also points to a healthy amount of infrastructure in today's consideration and purchase pipeline."

Among the speakers at the four-day event were Ira Winkler, a corporate security expert that CNN has called "the James Bond of corporate security;" Ann



ASA MATHAT

*Computerworld Editor-in-chief **Don Tennant** addresses the audience at the Best Practices in Storage awards ceremony during SNW.*

Livermore, executive VP at Hewlett-Packard and Symantec Chairman and CEO John Thompson. Last year's IDC Storage Briefing was upgraded to the main stage for this event, and five analysts spoke,

continued on page 5

IW media kit honored for design, advertising excellence

InfoWorld's 2005 media kit recently won one of seven ADDY Awards from California's Silicon Valley Ad Club, sponsored by the American Advertising Federation. The ADDY Awards honor excellence in advertising and cultivate the highest creative standards in the industry. The *InfoWorld* media kit was the was the only media kit to win an award.

InfoWorld VP of Marketing **Paul Calento** said DMNA, *InfoWorld*'s ad agency, designed the media kit and subsequently entered the piece in the competition. Execution, messaging and creative direction was led by *InfoWorld* Marketing Manager **Kaila Bongiovanni**'s and Marketing Coordinator **Ben Veechai**'s "hands-on, can-do attitude" in providing DMNA with all the content and art to assemble the kit.

"While the award specifically relates to the design of the piece, it also shows advertisers that *InfoWorld* has the focus and creativity to build success-

IDG WORLD UPDATE

*InfoWorld Marketing Manager **Kaila Bongiovanni** and Marketing Coordinator **Ben Veechai** show off the San Francisco-based weekly's new award-winning media kit.*

ful programs," Calento said. "This is important as we help advertisers increasingly build performance-based integrated programs."

continued on page 5

Inside this issue

- *PC-WELT* first to distribute DualDisc with issue. *page 2*
- IDC Singapore holds annual Directions conference. *page 2*
- IDG VP Colin Crawford talks about promising trends in the online space. *page 3*

New on IDG Central

Meet Your Colleague: Michael Meleedy left a senior executive position in the food service industry to start over at the bottom in Computerworld's Strategic Program and Events Group.

Go to www.idgcentral.com.

in brief newsworthy

PC-WELT first German publication to distribute DualDisc with issue

PC-WELT is continuing its successful "innovation offensive" in the highly competitive German IT magazine sector with this month's distribution of a "DualDisc" cover mount. The May issue of *PC-WELT* outsold its closest competitor – *CHIP* – by more than 25% on the newsstand.

As its name implies, the DualDisc uses both sides of the disc and offers both DVD and audio CD content. The CD side of the *PC-WELT* Dual Disc contains audio books – Edgar Allen Poe's *Wassergrube und Pendel (The Pit and the Pendulum)* and *Das Ovale Portrait (The Oval Portrait)* — while the DVD side contains various software programs including a 3.2 gigabyte driver package, full version of Game Jack 4.0, Steganos Secure Filesharing 6, and Internet browser Firefox 1.0.1.

"To the best of our knowledge, DualDiscs have not previously been distributed with magazines anywhere in the world, certainly not here in Germany," said **Axel Beisner**, publishing manager of *PC-WELT*, who noted that the company did not adjust the cover price — 3.99 euros (US$5.15) — of the issue despite the addition of the DualDisc. The DualDisc was distributed on both newsstand and subscriber copies of the magazine.

"We are setting completely new standards in this tough competitive sector where data media play a very important role as supplements to promote sales," added **Stephan Scherzer**, group publisher consumer titles, at IDG Communications Verlag AG.

Earlier this year, *PC-WELT* unveiled an updated design and a personalized letter from the editor (see *IDG World Update* March 28), and a brand extension called *PC-WELT Family* (*IDG World Update*, April 18).

The DualDisc was created by Optical Disc Service in Dassow, Germany.

For more information, contact PC-WELT Production Manager ***Heinz Zimmermann*** *at hzimmermann@idg.com.de.* WU

IDC Singapore's Directions briefing boosts attendance, entices prospects

SUJAY BHATTACHARYA

Newly appointed IDC Asia/Pacific Managing Director ***Eva Au*** *joins IDC SVP/International Business* ***Philippe de Marcillac*** *(left) and SVP/Verticals Markets & New Ventures* ***Dennis Philbin*** *at the Directions event in Singapore last month.*

IDC Singapore held its annual Directions briefing session on April 21 to explore the issues shaping the technology industry and the resulting impact on the businesses of IT providers and users. The event also provided a longer-term outlook for the IT and telecommunications markets and a vision of the major trends in the future.

The 500 delegates — primarily senior IT executives — topped last year's attendance of 430. Directions was promoted at every IDC-sponsored event in 2005, on media partners' Web sites and publications (*Computerworld Singapore* and *CIO Asia*, among others) and through the Web site and eNewsletter of the National InfoComm Competency Centre, an influential association and Directions partner.

Sixteen IDC analysts participated in keynotes and topic tracks, with managed services, technology marketing and channel partnerships and alliances emerging as hot topics. Current and prospective clients also had a chance to have one-on-one analyst meetings on the floor of the Research Pavilion, where IDC products and services were on display. This year prospective clients were given complimentary admission only if they agreed in advance to meet with an analyst. This approach gave IDC better control over limited complimentary seating and enabled the sales team to better gauge a potential client's interest in the company, said VP/Marketing & Strategy **Sapphire Yong**.

Another new approach this year was the use of roundtables, rather than classroom-style row seating, in the main conference room. "We wanted to try a different style that would make the attendees feel they were special guests at a grand event," said Marketing Manager **Sue-Yuan Heng**. "Speakers and attendees found this arrangement refreshing, and the roundtable style encouraged them to interact more with one another during the breaks."

There will be a total of 13 Directions events in the Asia/Pacific region between April and July. Go to www.idc.com.sg/Directions2005/default.asp or write to Sapphire Yong at syong@idc.com. WU

Send questions for "Ask the Experts"

In response to feedback from our recent online survey, the editors of *IDG World Update* are launching a new column — Ask the Experts. IDG employees are invited to send questions they may have about any aspect of IDG's business, technology issues or challenges they are confronting in any on-the-job functional area. The editors will track down an appropriate "expert" to address the question.

Queries should be sent to world_update@idg.com.

one on one the interview

Colin Crawford
IDG's vice president, business development and operations is this week's columnist. Reach him at colin_crawford@idg.com.

"Over the last year there has been huge growth in community and citizen journalism. Blogs and wikis, XML/RSS syndication and more recently podcasting, videologs, mobilelogs, photologs, social bookmarking and tagging have started to significantly challenge traditional media models."

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO Pat **Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

Q What are some of the major trends you see in the online space to which IDG needs to pay close attention?

A Two trends I am watching carefully are search and community journalism.

1. Search

The importance of search is underscored by research showing 95% of all Internet users do it. March figures provided by NielsenNetRatings give Google a commanding lead of 2.1 billion searches for a 47% market share. Yahoo follows with 908 million (21%) searches and MSN is third with 592 million (14%) searches. Recently released figures from eMarketer forecast paid search will represent 40% of the $12.9 billion spent on interactive advertising in 2005 with the computer technology segment accounting for around 18% of the overall total.

General search drives massive volumes of traffic to IDG sites resulting in very substantial revenue streams to the business units. However, users arriving at an IDG site via external search engines often only view a single page and then leave. The trick is to encourage "stickiness" and design each landing page to encourage a visitor to more fully engage with the site and the community.

Recognizing the importance of search traffic, several IDG business units employ Search Engine Optimization specialists. These consultants train content producers to optimize content on the Web for search engines spiders and crawlers through the careful use of metatags, keywords and phrases. The IDG News Service will soon release a top-tier taxonomy of around 300 keywords that should help encourage consistent use of keywords across IDG sites.

As well as optimizing content for external search engines, IDG sites have many opportunities around site-specific search. A well-designed and efficient site-search results page provides significant revenue generating opportunities. Sponsored search links, contextual advertising, relevant white papers, newsletters, IMU [Interactive Marketing Unit] ad units and other content surrounding search can generate very high rates as advertisers appreciate that the results are targeted and relevant to the actions intent of the user.

In addition to providing the user with search results from the brand whose content they are searching, there is major opportunity to showcase additional relevant content from other IDG sites and possibly other third-party sites. Such cross-linking has an added benefit of increasing search engine page ranking.

Some relatively simple changes related to search have the potential to drive very significant incremental revenues.

2. Community Content

Over the last year there has been huge growth in community and citizen journalism. Blogs and wikis, XML/RSS syndication and more recently podcasting, videologs, mobilelogs, photologs, social bookmarking and tagging have started to significantly challenge traditional media models by allowing Internet users to "enter the conversation." Previously, content was provided by traditional journalists and pushed out to readers, but now users have the opportunity to select the content from editors, vendors and other community members that best meets their needs and at the same time contribute their own content back to the community. For an excellent summary of the issues facing the newspaper industry it is worth reading a speech delivered to the American Society of Newspaper Editors by Rupert Murdoch, the chairman of News Corp. (www.newscorp.com/news/news_247.html)

IDG's Chairman **Pat McGovern** provided an excellent summary of the expanded role of IDG in today's Internet society in a recent interview: "We regard ourselves as providers of information services. The most valuable information for us comes from other people, from the users. We create a community where people talk together. We focus not only on the distribution of information, but also, and more importantly, on sharing it."

The challenge for our brands is to find ways to integrate community content with our traditional content and develop business models that could, in certain cases, appropriately compensate the content creators. IDG business units around the world are experimenting with different integration models for blogging and other community content. It will be fascinating to see which approach works best. The advantage of the IDG decentralized structure is that we can have multiple experiments going on and share information on those that are most successful.

Until recently most IDG sites restricted blogging to their editorial staff but more recently several have started to experiment with user blogs. In the U.S., *Computerworld* selected several high-profile attendees at the recent Premier 100 event to blog the session with highly successful results.

Community content adds a rich new dimension of information to our Web sites. Users expect to be able to actively participate, so it is important they are provided with the appropriate tools. WU

Outsourcing Forum features new financial services track

Survey shows IT still leads outsourcing arena

Capgemini, the lead sponsor at IDC's Outsourcing Forum East, once again surveyed attendees to better understand organizations' business needs regarding business process. Participants ranked a company's ability to focus on its core competencies as the primary reason to pursue a BPO outsourcing strategy, ahead of the need to save money, which was ranked most important a year ago.

Consistent with last year's findings, IT outsourcing continues to be the main service outsourced (38.3%) this year. Human resources (18.7%) and customer care (17.8%) outsourcing followed. All three were forecast to be the top service functions outsourced during the next year, as well.

For more details on the survey, see the press release accompanying this article on IDG Central.

Demonstrating their confidence in IDC's ability to reprise the success of last year's inaugural Outsourcing Forum East, all four major sponsors — Capgemini, IBM, CSC and Convergys — quickly re-signed for last month's Forum, increasing their sponsorship levels in the process.

"They all realized tremendous returns from their participation in the '04 Forum," said U.S. Conferences Program Director **Jess Black**. "We worked together to advance the '05 program agenda to the next level, featuring real-life success stories from their clients including executives from TXU, Ann Taylor Stores and FirstCarolinaCare."

Held in New York City, the one-and-a-half day event drew more than 200 attendees — representing 108 companies; 69% of the audience was director-level or above. The Outsourcing Forum explored how business process outsourcing (BPO) allows companies to focus more on their core business functions while outside companies handle such functions as benefits administration, finance and accounting, purchasing and procurement, customer relations, and human resources. While most companies initially viewed BPO as a way to improve efficiency and save money, more companies today are using it as a means to transform their business through improved product development, new sources of revenue generation and increased performance.

Black said feedback from last year's sponsors and attendees showed a growing interest in BPO for the financial services community, resulting in the expansion of the 2005 Forum into a two-track event. The BPO Strategy Track focused on functional areas (such as HR or finance and accounting) as well as more macro BPO issues including strategic partnerships, metrics, and global sourcing. The BPO for Financial Services Track explored BPO within insurance, banking, collections, and payment services in addition to addressing issues relating to sustaining corporate brand, government compliance and managing personal information.

JOANNA MANIKAS

Keynote speaker Robert Reich talked about BPO's positive impact on the labor market, globalization and overall outsourcing trends.

The Forum's content featured end-user case studies and real-world perspectives from end-user executives, IDC analysts, and industry experts. IDC VP, Business Process Outsourcing Services **Katrina Menzigian** served as overall chair and emcee, while Financial Insights Research Director/Payments **Alan McPherson** chaired the financial services segment. Three other analysts — Director, BPO Services **Romala Ravi**, Program Manager/HR Management & Staff Services **Lisa Rowan** and Director, CRM & Customer Care Services **Brian Bingham** — each led a 30-minute debriefing discussion around a specific functional BPO segment.

"One of the highlights of the 2005 Forum was having keynote speaker Robert Reich — economist, professor, author and former U.S. Secretary of Labor — with us to set the stage for the program ahead," Black said.

Write to Jess Black at jblack@idc.com. WU

PC World Philippines recognizes best IT products

*(L-R): MediaG8way President & CEO **Delia Gutierrez**, Ronald Daguio, Fuji Xerox; Karen Lindy Gonzales, Samsung Electronics; Bernadette Nacario, Hewlett-Packard; Hyuck Jae Shim, Samsung Electronics; Heidi Co, Epson; and IDG International Publishing Services VP/Licensing & Finance **Jim Sullivan**.*

PC World Philippines hosted its second annual Best IT Products Awards ceremony last month, honoring the top products in 15 categories as evaluated by the PCW Philippines Test Lab. A second slate of Readers Choice winners were also announced.

The event drew close to 150 attendees, primarily from the country's IT community. A half dozen sponsors enabled IDG's publishing partner, Media G8way, to make the event a success. In addition to *PCW Philippines*, the company publishes *Computerworld Philippines*, which turns 14 this year and is one of IDG's oldest licensed titles. Both are market leaders.

Write to Delia Gutierrez at dcgutierrez@idg.com.ph. For a complete list of winners, see this article on IDG Central. WU

IDG

May 9, 2005

Account Executive (CWI)

The Account Executive is responsible for providing administrative and sales support for the Account Director. The Account Executive handles a variety of administrative functions from media kit fulfillment to customer service. In this role you will also partner with the Account Director in efforts to service existing accounts and generate new business working with 2nd and 3rd tier accounts. This position requires excellent communication, organizational skills and the ability to handle a busy working environment. Strong customer service skills, attention to detail and follow-up are critical. Knowledge of technology, and/or publishing and advertising agency experience is a plus. A minimum of 3- 5 years office experience, a bachelor's degree or equivalent work experience and strong computer skills also required.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Network and Desktop Support Specialist (CWI)

The Network and Desktop Support position offers an exciting opportunity to join the Computerworld IT team, supporting employees on PC's and Mac's, running various applications such as Lotus Notes email, content management, sales force automation and CRM. The ideal candidate will have strong communication, organization, troubleshooting and customer service skills. Lotus Notes administration, 3-5 years experience in network support, desktop and network printer support, knowledge of Active Directory, Windows 2000, Windows 2003, XP, TCP/IP, DNS, DHCP and Office 2000 and 2003, remote access and VPN are all required skills. Experience in supporting Mac's is a plus. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Inside Sales Representative (IDC)

IDC's Industry Majors accounts sales team is seeking an Inside Sales Representative who will be responsible for driving new sales opportunities within existing major accounts. This position will report to the Vice President, Industry Majors Sales. As a member of a collaborative team, the Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will be responsible for identifying new opportunities and broadening IDC's reach within specific major accounts. The individual will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. Additionally, this person will be involved in identifying new products to develop and sell. The quota for this position will consist of new and consulting business within specific Industry Major accounts. Requirements for the position include 2-5 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with storage and/or enterprise software industry is a strong plus. Excellent customer service skills are essential. Strong telephone cold calling experience is preferred. The ideal candidate will be motivated, assertive, and collaborative, as well as highly organized and a quick-thinker. Prior market research industry sales experience is helpful, but not required. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

District Sales Manager (CXO)

CXO Media is looking for a District Sales Manager to join the CXO Media sales team in Framingham, MA. This individual will be responsible for developing new accounts, growing existing accounts and selling multiple CXO products. To be successful in this role, the salesperson will need to build strong client relationships and offer value-added solutions for their businesses. Requirements for the position include a minimum of 3 years of inside/outside sales experience in information technology publishing. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Marketing/Client Relations Associate (CXO)

CXO Media is looking for a high-energy, customer-focused individual. Key responsibilities include interfacing with client executive team to ensure unparalleled customer service, serving as the sponsor's advocate working closely with internal departments including marketing, sales, ad placement and deadlines, web site management; and aiding sponsor in developing all hospitalities, speaking opportunities, marketing materials and other collateral. Additional responsibilities include lead generation through routine web and printed media research, and heavy agency/vendor contact to assist the sales organization. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 3-5 years business experience.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Production Manager (CXO)

CXO Media is seeking a Production Manager to handle day to day production responsibilities for CIO, CSO and CMO Magazines. Must have a minimum of 5 years experience in production management within the publishing industry. Position also requires excellent written and verbal communication skills; strong detail orientation and organizational skills; ability to multi-task and work effectively in a fast paced, deadline-driven, dynamic environment; experience with ad imposition software (ALS, Impose, etc.); computer proficiency with both Mac (Quark, the Adobe Suite, Mac OS9/OSX) and PC; familiarity with PDF files and the PDF/X-1a specification; prepress and CTP work flow knowledge; understanding of Periodical and Standard Rate postal classifications; and experience buying/negotiating printing services for internal departments as well as outside advertisers. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Associate (MAC)

Mac Publishing is looking for a high energy, administrative whiz to provide sales support to the print sales and marketplace account managers. The Sales Associate's primary responsibilities include: assisting multiple sales people, customer contact and follow-up on behalf of the team, heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders, working with production on ad placement, and prospecting new clients. Qualified candidates will have exemplary customer service orientation, strong writing skills, Mac computer experience, familiarity with Word, Excel, PowerPoint and Quark, and a minimum of 2 years business experience preferably in a publishing/advertising agency environment. Must be comfortable working independently and as a member of a team. Knowledge of technology would be a plus. ***Location: San Francisco, CA***
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Copy Editor (NWI)

Network World is seeking a Copy Editor to join our award winning Editorial team. The copy editor will primarily be responsible for reading copy and graphics to ensure they are free of grammatical and spelling errors, and conform to AP and Network World style rules. This position will also work closely with section editors and designers to ensure that the pages meet our guidelines. Candidates will be detail oriented, possess excellent organizational, and communication skills and the ability to work with deadlines a must. Knowledge of Quark, or similar pagination software and technical editing experience a plus. 2-4 years experience, ideally in the newspaper industry and BA/BS in journalism required.
Location: Southborough, MA
Contact: E. Cormier, Fax: 508-490-6592, Email: careers@nww.com

Audience Development Specialist (WEC)

IDG World Expo has an exciting opportunity for a marketing professional to join the Business Development team and work our new events. Reporting to the Event Director, you will be responsible for the implementation of marketing strategies including collateral production and relationship management with the main goal of meeting and exceeding the number of conference attendees and expo visitors as indicated in the event business plan. Specific responsibilities will include assisting in the production of direct mail materials and event guides, managing outside vendors, coordinating website content, managing the creation of sales materials and writing promotional copy. We are looking for a detail-oriented, communications professional with 2-3 years of experience in marketing communications, product marketing or direct marketing. Experience in the trade show industry is a plus. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Events Services Coordinator (WEC)

IDG World Expo is seeking a motivated event professional to join the Event Services Team. The primary responsibility of the Event Services Coordinator will be to provide excellent customer service to both sponsors and exhibitors and execute all logistics as it pertains to the exhibitor/sponsorship fulfillment portion of a sale and or marketing trade. In this customer service role the candidate will interact with exhibitors/sponsors on a regular basis and work closely on several event teams with regular guidance from an assigned Operations Manager. Responsibilities may include online exhibitor manual preparation, sponsorship tracking, vendor interaction, sponsorship template coordination and attendance at event planning meetings. Ideal candidates will possess 1-2 years of event industry or related experience, excellent prioritization and organizational skills, the ability to manage multiple deadlines, ability to capture detailed information accurately, as well as short and long range planning. Proficiency with MS Office is required, experience with SalesLogix is a plus. This position may include travel to several of our events. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

Storage Networking World

continued from page 5

ASA MATHAT

*(Front, l-r): Performer, **Shari Ebb**, audience development coordinator; **Timothy Johnson**, senior marketing specialist; and **Derek Hulitzky**, VP, event marketing and conference programs. Back row: Steve Sylven, Marenghi Public Relations; **Michael Meleedy**, director, event management; **Ann Harris**, senior director, event sponsorship sales; **Ron Milton**, executive VP; **Rick Ciliberto**, facilities director; **Colin Longval**, sales program specialist (with lanterns); **Nelva Riley**, executive assistant to the CEO; **Leo Leger**, VP, strategic initiatives; **Deborah Lee**, executive program specialist; **Chris Leger**, custom events specialist; **Mike Barbato**, customer service specialist; **Matt Wintringham**, senior marketing specialist; **Chris McMahon**, IT specialist; **Chris Johnson**, event operations specialist; performer; and Erin Keefe, Marenghi Public Relations.*

including Program Director **Dave Reinsel**, VP **Richard Villars**, Program Manager **Brad Nisbet**, Group VP **John McArthur** and Senior Research Analyst **Julie Marobella**.

SNW Spring 2005 had more than 130 sponsors and exhibitors — "a great accomplishment," said **Ann Harris**, senior director, Event Sponsorship Sales, "as the storage industry continues its consolidation with the numbers of established, and in some cases major, players decreasing quarterly." Harris said SNW's sponsorship packages — Platinum, Gold, Contributing and Media — are designed to deliver excellent value. "We also offer sponsors a great menu of additional sponsorship opportunities for added visibility," Harris said. Exhibit space is limited to 10' by 10' or less, making it easy for attendees to make the rounds of all the sponsors in the show's Expo center.

Although SNW has "a lot of momentum," Harris said, she added that sponsorship sales are never "a slam dunk as there's a lot of competition in the space." Since the storage industry is very dynamic, the Events group's contacts come and go "at alarming rates, making the sales process really difficult. We're careful, though, to deliver an extremely high-quality experience to sponsors, as well as to our IT end-user attendees," she said, adding that SNW sponsors and exhibitors "continually" compliment the CW team as being "among the best in the business. With this added level of trust and the good relationships we've established over the years, we continue to keep SNW in growth mode despite competition and pressures from within the storage industry itself."

Hulitzky said there are many reasons for the longevity, success and profitability of SNW, "but the critical factors are the early sponsor foothold [with the Storage Networking Industry Association] this event took vs. its competitors and our dedication to providing the most comprehensive content. Since SNW is, by an order of magnitude, the largest storage event in the world, it only helps to validate that Computerworld and IDG produce market-leading conferences."

The next SNW will be held Oct. 24-27 in Orlando, Fla. Write to Derek Hulitzky at derek_hulitzky@computerworld.com. WU

Media kit

continued from page 5

More online

To see a PDF file of the InfoWorld media kit, see this story on IDG Central.

"We not only wanted to create a great media kit but a core marketing piece that would launch our integrated marketing campaign. We then took components of the messaging and creative and applied them to all our materials," Bongiovanni said.

The media kit was designed to tell the story and value of buyers who rely on *InfoWorld* to make volume purchase decisions. "It features a 14-page narrative that sets the stage, showing the challenges of several readers and one media buyer. It transitions into portraits of each, with testimonials discussing how they use the magazine to make purchase decisions and how the media buyer uses *InfoWorld* to meet their clients' objectives," Bongiovanni said.

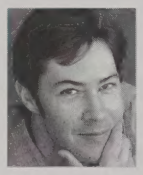
The kit is designed so that promotional materials can be changed as InfoWorld builds new integrated online and events. Calento said the kit will be adaptable over several years, reducing the need to spend significant amounts on a new media kit each year and focus more on promotions that directly enhance revenue.

Since the *InfoWorld* media kit was designed to be modular, it can be customized by brand and used by any interested IDG business unit. "The shell of the media kit could easily be transferred to another property to tell their own story," Calento said. "By inserting their own readers' success stories, brands and associated logos, other IDG businesses can reduce their own time to market."

For more information contact Paul Calento at paul_calento@infoworld.com. WU

noteworthy people

Promotions


Allen

IDC Australia's **Phillip Allen**, senior analyst, Services Research, has been promoted to research manager, Services. "Over the past 12 months Phillip has made an outstanding contribution to the IT Services research in Australia," said **Tim Sheedy**, research director, Software and Services. "He has been responsible for bringing in a number of strategic new consulting projects that have elevated IDC's position and importance as a key information partner within some of our major clients. He has also worked with a number of the other research teams within IDC to ensure that we have a consistent approach to our services research. In his new role Phillip will get more involved in the product management and promotion process." *pallen@idc.com*

Eugene Wee, IDC Asia/Pacific (Singapore) market analyst, IT Services, has been promoted to senior analyst, Asia Pacific Services. "Eugene has been an exceptional asset for us in the services team for his initiative in a range of areas from document content and insight to improving relationships between the A/P regional team and key country markets," said **Phil Hassey**, associate director, A/P IT Services. "As part of his new responsibilities Eugene will drive and focus our IT outsourcing capabilities moving forward and re-invigorate this critical research area with his trademark style." *ewee@idc.com*

IDC Asia/Pacific (Singapore) Senior Research Editor **Cindy Lim** is now publishing manager and the team leader of the Asia/Pacific Publishing Services and Technologies team, "a well-deserved promotion," said **Tehmasp Parekh**, VP, business operations. *clim@idc.com*

Douglas Jaffe, a director with IDC Asia/Pacific's Financial Insights group in Singapore, has been promoted to associate director, Asia Pacific Banking Service. "Doug has been instrumental in building the Banking practice from scratch and was the much-needed anchor while we were building the Financial Insights team in Asia Pacific," said **Cyrus Daruwala**, director, Financial Insights Asia/Pacific. "In addition to the role he plays in research, Doug has managed to keep very close relations with some of the larger vendor accounts, which have resulted in some high-value consulting deals. He will continue to build the banking track and the team in Singapore." *djaffe@idc.com*

Wu

IDC Taiwan's **Emerald Wu** rises from associate marketing manager to marketing manager. "Emerald is a very trustworthy staff member who has dedicated herself to making us worry-free," said IDC Taiwan Managing Director **Terry Tsao**. "Conducting more than 10 successful events for us, she has successfully helped build awareness of IDC Taiwan's good reputation. She also helped IDC Taiwan win the IDC 2004 Marketing Excellence Award for Global Marketing Excellence. She herself won the IDC 2004 Annual Asia Pacific Excellence Award for Internal Customer Service." *ewu@idc.com*

IDC Taiwan Senior Analyst **Brandon Liu** has had Telecom & Peripherals Group Head added to his business card. "Brandon joined IDC only last March and for the past year has demonstrated his research professionalism and impressed many IDC Taiwan analysts," Tsao said. "He gave an impressive presentation at the Wi-Fi Worldwide Alliance annual meeting and has also helped us to conduct other local programs. He has been assigned group head of the Telecom & Peripherals research team to handle workload allocation issues, team management and training." *bliu@idc.com*

IDC Thailand Market Analyst, Peripherals Research, **Atthawan Suwannachuen** has been promoted to senior market analyst. "In the past 18 months or so, Atthawan has continually strived to develop her analyst skills and succeeded in becoming a highly respected member of the Thailand team," said **Jason Caddies**, IDC Thailand country manager. "She has demonstrated absolute dedication to ensuring that peripherals research in Thailand is of the highest possible quality. And despite her busy schedule she has also been willing to step up and assist in coordinating demand-side research projects with the CRG team, as well as help supervise the fieldwork team here in Bangkok. So it's great to see all her hard work and effort being formally recognized." *atthawan@idc.com*

IDC Asia/Pacific (Hong Kong) Senior Analyst, Personal Systems Research, **Kathy Sin** is now research manager. "Kathy has long been a part of the IDC team and has consistently proven herself to be a key force behind the Asia/Pacific PC Tracker," said **Bryan Ma**, associate director, Personal Systems Research. "She has been meticulous in checking data quality and coordinating operations with analysts in both IDC country offices as well as IDC worldwide, has led development of many new add-on options that many PC Tracker clients have added to their contracts and has trained and mentored new analysts. Moreover, she is an expert at managing our team's databases and in developing macros for more efficient and automated processes, which have been leveraged in many research areas across our team. She is a team player, is always pushing herself to learn and improve, and does an amazing job of staying on top of the ball." *ksin@idc.com*

Yeo

IDC Asia/Pacific (Hong Kong) Associate Director, Wireless and Networking Research **Davina Yeo** has been promoted to research director, Telecom Services Group. "Davina has been instrumental in building several areas within the Communications group," said **Sandra Ng**, VP, Telcom, Peripherals & Vertical Research. "She is not only a well-rounded analyst, her attitude and commitment have been a great asset to the company. With this promotion, Davina will manage all our Fixed-Line Telecom and Wireless Services areas." *dyeo@idc.com*

New employees

Eva Au joins IDC Asia/Pacific (Singapore) as managing director and will be responsible for managing IDC's regional operations across the entire Asia/Pacific region excluding Japan. Prior to joining IDC, Au spent 12 years in various leadership positions at LexisNexis in Canada as well as Asia and was given the company's "Passion for Winning" and "Circle of Excellence" awards seven times. She holds an M.B.A. from Queen's University and a B.A. degree in economics from Carleton University in Canada. *eau@idc.com* WU

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Bob Wescott *Computerworld*

25
Christian Mahler *IDG Germany*

16
Brian Clarke *IDC*

14
Christopher Norman *IDG U.K.*
Claus Egge *IDG U.K.*

13
Masato Tsuchiya *IDG Japan*

12
Gerald Wee *IDG Singapore*

10
Wolfgang Leierseder *IDG Germany*
Tatiana Engurasoff *IDC*
Dorothy Allen *IDC*
Lisa Radler *PC World*

9
David Fanning *Macworld U.K.*
Daniel de Blas *IDG Spain*

8
Stephen Drake *IDC*

7
Mindy Lim *IDG Singapore*
Linda Nilsson *IDG Sweden*
Schelley Olhava *IDC*
Nancy Suess *InfoWorld*

6
Alan Stafford *PC World*

5
Francis Chang *IDC Canada*
Mariusz Mierzejewski *IDG Poland*
Santiago Carro *IDG Spain*
Fernando Muñoz *IDG Spain*
Tom Schwieters *IDC Hungary*
Takuo Tsukamoto *IDC Japan*
Marc Mirabal *PC World Central Services*
Robert Mitchell *Computerworld*

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Simon Easterman *PC Advisor*
Justin Then *IDG Malaysia*
Brian Klatt *IDC*
Brian Buizer *PC World*
Kevin Gerich *Computerworld*

3
Vera Knötgen *IDG Germany*
Philip Kwon *IDC Korea*

2
Daniel Booher *IDC*
Joshua Martin *IDC*
Mark Barreca *PC World*

1
Susanne Fütterer *IDG Germany*
Tobias Teske *IDG Germany*
Sergio Real *IDG Spain*
Vinicius Tadeu Flores *IDC Brazil*

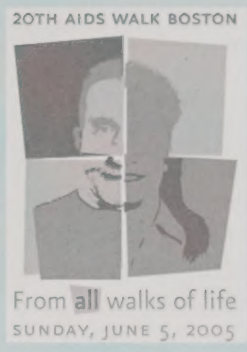
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at *world_update@idg.com.*

Wanted: Boston-area internship

Katrin Paunert, the daughter of IDG Germany Layout Specialist **Anton Paunert**, is looking for an internship — unpaid or paid — in the U.S. in order to complete her university degree. Katrin is studying to be an English and German teacher, and working in an English-speaking country for eight weeks is part of her degree requirement. She's been to the U.S. twice and is looking forward to another opportunity to experience American life. Katrin will be living with relatives in Somerville, Mass. She has worked in office settings and has used Word, Excel, Powerpoint and Access, on both PCs and Macs. Working with children as a nanny or as a teacher would also be "perfect," she said. Katrin is planning to be in the U.S. anywhere between the middle of July to mid-October. If you or someone you know might have a potential internship for Katrin, contact her at katrin.paunert@web.de.

20th AIDS Walk set for June in Boston

The 2005 AIDS Walk & 5K Run marks the 20th anniversary of this event, which takes place in Boston on June 5. IDG continues to serve as a dedicated corporate sponsor for this fundraiser and IDG List Services President **Deb Goldstein** will serve as the IDG AIDS Walk Team Leader. Anyone interested in walking and/or sponsoring the IDG team may contact Deb at 508-370-0820 or deb_goldstein@idg.com.



Coming up

RoboBusiness
An IDG World Expo/Robotics Trends event
May 10-11
Hyatt-Regency Cambridge
Cambridge, Mass.
www.roboevent.com

Security Forum West
May 11
Hyatt Regency Embarcadero
San Francisco
www.idc.com/securityforum05

IDC-Kahn Compliance in Information Management Forum
May 12
San Francisco
Hyatt Regency Embarcadero Center
www.idc.com/kahnconsulting/compliancewest05

Lac Carling 2005 "Service Transformation — Taking the Next Steps Together"
Presented by IT World Canada's CIO Government Review
May 15-17
Manoir Saint-Sauveur
Saint-Sauveur, Quebec
www.itworldcanada.com/Pages/ContentPage.aspx?name=lacarling2005

IDG Global Gaming Publications Summit
May 16
Westin Century Plaza Hotel
Los Angeles
Contact: Francis Mao
fmao@gamepro.com

SOA Executive Forum
(Service-oriented architecture)
May 17
Le Parker Meridien Hotel
New York City
www.infoworld.com/SOAforum

Syndicate
An IDG World Expo event
May 17-18
Marriott Marquis
New York City
www.syndicateconference.com

Bio-IT World
An IDG World Expo event
May 17-19
Hynes Convention Center
Boston
www.bio-itworldexpo.com

LinuxWorld Conference & Expo
May 24-26
Crown Plaza Milan Linate
Milan
www.linuxworldexpo.it/

LinuxWorld Summit
May 25-26
Marriott Marquis
New York City
www.linuxworldexpo.com/live/12/

IDG Asia/Pacific Managers Meeting
May 29-31
Sheraton Hanoi
Hanoi, Vietnam
Contact: IDG Vietnam Managing Director Tam Le
tam_le@idgvietnam.com

celebrating 10!

Name
Diane Hacker

Home
San Francisco

Joined IDG
February 1993 as Office Services Coordinator

Career path since joining IDG
Officer Services Coordinator, Office Services Specialist, Accounting Assistant, Advertising Account Services Coordinator, Online Billing Manager, Financial Services Advertising Manager.

Current title
Senior Manager, Online Ad Development. I work closely with the sales, ad ops and finance teams to ensure that the advertising getting booked actually delivers, performs well and gets billed and is recognized properly.

Most challenging part of your job
Getting accurate information.

Best part of your job
I'm a total geek; I love the month-end analysis reports I do.

Latest accomplishment
Riding my bike from San Francisco to Los Angeles for charity last year. I'll be doing it again this June.

Most memorable moment at work?
Getting the head of HR to help me trash someone's office.

What's kept you at IDG for 10 years?
The good people I get to work with and the opportunity for growth.

Best compliment you've ever received on your work?
Being asked to attend IDG's Media Management Institute.

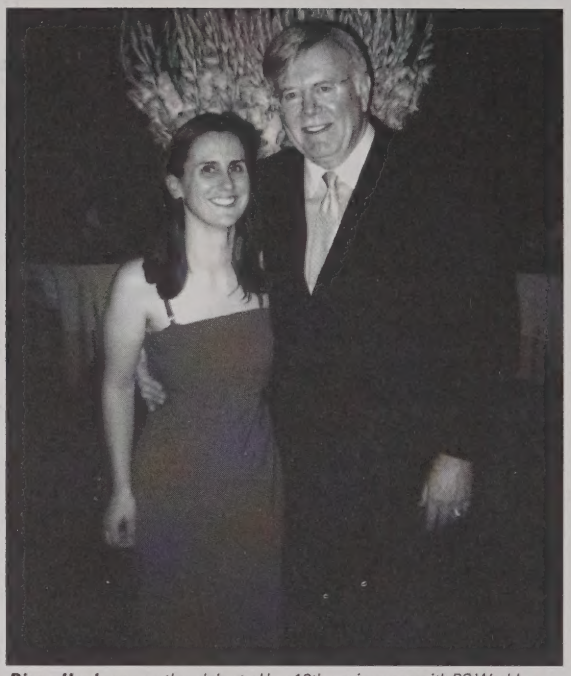
Interests outside the office
Cycling, fund-raising for the SF AIDS Foundation, reading, cooking.

Name of spouse
My wife Laura.

Favorite thing on your desk?
Coffee

Favorite Web site
www.dictionary.com — Because I always have to look up the meaning of words I don't know.

Five people — living or dead — you'd invite to a dinner party?
My brother Doug, his partner Tom and my Aunt Joann — all deceased. Also my mom and wife.



Diane Hacker *recently celebrated her 10th anniversary with PC World as the guest of IDG Chairman* ***Pat McGovern*** *at a dinner at San Francisco's Ritz-Carlton.*

What did you want to be when you grew up?
A writer.

Your idea of a perfect day alone?
A 100-mile bike ride, a hot shower, a big burrito, the couch and a good book.

Favorite movie of all time?
Fried Green Tomatoes.

What book is on your nightstand?
Hawaii by James Michener, *The Hitchhiker's Guide to the Galaxy* by Douglas Adams, *Stupid White Men* by Michael Moore and everyone's favorite, *The Encyclopedia of Serial Killers.*

Favorite vacation spot?
It's a tie between Cinqueterre (Italy) and Paris.

If you won the lottery tomorrow, you would:
Quit my job and volunteer at the SF AIDS Foundation.

Manager's profile
"Diane is essential to the success of PCW.com. Not only does she handle all the billing for PCW.com, but she also works hand in hand with the reps to ensure that all programs are booked and all the paper work is completed. Diane's dedication and work ethic are second to none. She is pro-active, diligent and always willing to go the extra mile to get the job done. Her eagerness to take on more and to learn new areas is exactly what the PCW attitude needs to be in order to take our company to the next level in publishing."

— Michael Carroll, associate publisher, PC World

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Joe Mola *Computerworld*
Grace Wong *IDC Asia/Pacific*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

InfoWorld's SOA Forum proves hit with attendees, sponsors

Conference is centerpiece of six-month integrated marketing program

Seven months ago, San Francisco-based InfoWorld began a strategic initiative around focused technology events and hired **Jill Martay**, former director of marketing at COMDEX, to head the group. Almost immediately, Martay began a six-city custom event series with vendor partner QLogic. This month, InfoWorld launched a new industry-focused event, SOA Executive Forum. Rather than build out a dedicated group, Martay worked with various InfoWorld departments — including editorial, sales, marketing and engineering — as well as with IDG World Expo to be first to the market with a focused service-oriented architecture (SOA) conference.

*Back row (l-r): InfoWorld's **Kevin McKean**, chairman; **Steve Fox**, editor-in-chief; **Hal Mentlik**, national ad director; **Stephanie Haney**, operations manager, IDG World Expo. Center row (l-r): **Eric Knorr**, executive editor; **Jill Martay**, director of events; **Jon Udell**, lead analyst; Ahmad White, event contractor. Bottom row (l-r): **Ben Veechai**, marketing coordinator; **Lisa Farrell**, director of custom sales; **Paul Calento**, VP/marketing; **Laura Pitt**, national sales administration manager; **Chad Dickerson**, CTO.*

This full-day executive conference was held on May 5 at the Fairmont Hotel in San Jose, Calif., and will be repeated May 17 at Le Parker Meridien in New York City. Leading customers, including Motorola CTO Toby Redshaw and Harvard Medical School CIO Dr. John Halamka, delivered keynote addresses in which they discussed the advancements in SOA and its importance to defining business agility. Sponsorships for the forums sold out within 60 days to leading technology vendors including BEA Systems, CSC, Dante Consulting, HP, Plumtree Software, SOA Software and Sonic Software.

continued on page 5

IDG, IDC Italy team up for country's first CIO Conference

IDG's cross-functional strengths in publishing, market research and conference development was on full display in Milan, Italy, this month, as IDC Italy and IDG Italy co-organized the CIO Conference 2005. The May 9 event, which focused on IT innovation for business transformation, drew more than 450 CXO-level attendees and marked the debut of IDG Italy's quarterly *CIO* magazine.

CIO Italy made its debut at this month's conference.

"Thanks to the collaborative spirit of our companies, the first CIO Conference has already established itself as the most authoritative event for the ICT community in this country," said Group VP and General Manager IDC Southern Europe **Ezio Viola**.

IDC Senior Vice President/Research **Frank Gens** kicked off the speaker sessions, noting how CIOs and IT suppliers are working together to build dynamic, more efficient organizations with strong links to business performance and the ability to better respond to market changes. The other keynote speakers were Peter Weill, director of the Center for Information Systems Research, MIT Sloan School of Management; Nicholas Carr, author of *Does IT Matter;* and Paul Strassmann, former CIO of Xerox and NASA, who spoke about trends that are influencing IT vendor distribution methods, such as outsourcing and utility computing, and successful competitive models in an increasingly complex global market.

Managing directors of the main conference spon-

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in brief newsworthy

IDG makes list of Best Places to Work in Massachusetts

IDG has been named to the Boston Business Journal's third annual 2005 Best Places to Work list. The award recognizes companies that have achieved a positive work environment that attracts and retains employees through a combination of employee satisfaction, working conditions and company culture.

More than 240 companies throughout Massachusetts contended for 20 spots within each of three size categories, with IDG making the top 20 list within the large (more than 500 employees) category based on employee-satisfaction surveys taken during April. The questionnaires addressed factors such as pride in the company, company encouragement, support and recognition of achievement, and relationships with co-workers and supervisors.

The final one-through-20 rankings in each size category will be announced during a breakfast at the Boston Park Plaza Hotel on June 22. All 60 honorees will be profiled in a special supplement of the Boston Business Journal issued on June 24.

Write to IDG Corporate Communications Director ***Howard Sholkin*** *at howard_sholkin@idg.com. For a complete list of winners go to boston.bizjournals.com/boston/event/1506.* WU

PC World, InfoWorld editorial honored with Maggie Awards

PC World was well represented at the Maggie Awards ceremony. (L-R): Creative Director ***Robert Kanes****; Editor, PCWorld.com* ***Ramon McLeod;*** *Deputy Art Director* ***Pierre Granier****; Executive Editor* ***Tracey Capen****; VP, Editor-in-chief* ***Harry McCracken;*** *Senior Associate Editor* ***Anne McDonald;*** *Associate Editor* ***Narasu Rebbapragada;*** *Associate Editor* ***Eric Butterfield****; and Senior Editor* ***Anush Yegyazarian.***

At the 54th annual Maggie Awards banquet held by the Western Publications Association in Los Angeles last month, IDG added two Maggies to its awards shelf. *PC World* was named Best Computer Magazine/Consumer for its November 2004 issue (http://find.pcworld.com/47886). *InfoWorld* won the Maggie Award for Best Regularly Featured Web Column (Trade) for "Enterprise Windows" by Oliver Rist. WU

Computerworld Honors Program salutes 160 IT visionaries

(L-R): ***Ron Milton****, executive director of the Computerworld Honors Program; at podium* ***Don Tennant****, CW editor-in-chief;* ***Bob Carrigan****, CW president and CEO; and Dan Morrow, director and chief historian of the Computerworld Honors Foundation.*

At a ceremony held April 3 at San Francisco City Hall, the Computerworld Honors Program presented the 2005 Computerworld Honors medals to approximately 160 men and women from around the world representing organizations and institutions that are leading the technology revolution. This year's honorees came from business, academia, government agencies and nonprofit groups, including Federal Express, Cingular Wireless, Home Depot, Intel, WebMD and the New York City Police Department.

The medals are presented annually to individuals who have made outstanding progress for society through the visionary use of information technology. Laureates are nominated and selected by the Program's Chairman's Committee, which is made up of the chief executive officers and chairmen of 100 leading international IT companies. The committee sifted through more than 250 nominees this year.

"The 2005 Collection, which will be archived in libraries, museums, and academic and research institutions around the world, will serve as primary source material for scholars and as a resource for individuals who hope to use information technology to create solutions to address their own challenges," said **Ron Milton** executive director of the program and Computerworld executive VP. The Collection is composed of case studies from 54 countries and can be found online at www.cwheroes.org.

Forty-eight laureates in 10 categories were recently selected as Honors Finalists by a panel of three experts in each category. The finalists will be recognized at a gala ceremony in Washington, D.C., on June 6, where 10 of those finalists will be named the 21st Century Achievement Award Honorees for 2005.

Founded in 1988 with the Smithsonian Institution's National Museum of American History, the Computerworld Honors Program grew out of IDG Chairman **Pat McGovern**'s vision to compile not just a historical record of IT achievements but a global resource.

For more information on the Honors Program go www.cwheroes.org/home.asp or contact Executive Programs Specialist ***Deborah Lee*** *at deborah_lee@computerworld.com.* WU

one on one the interview

York von Heimburg
The managing director of IDG Germany is this week's columnist. Reach him at yvh@idg.com.

IDG Germany at-a-glance

Location Munich

Established 1974 with the launch of Computerwoche

Divisions

- IDG Verlag AG
Employees: 50, representing all shared services such as financial services, IT, human resources, production and administration

- IDG Business Verlag
Employees: 104
Publications/Web sites: Computerwoche, ComputerPartner, CIO

- IDG Magazine Verlag
Employees: 98
Publications/Web sites: Digital World, PC-WELT, MacWelt

- IDG Entertainment Verlag
Employees: 51
Publications/Web sites: GameStar, GameStar DVDs, GamePro

- IDG Interactive GmbH
Employees: 16
Web site: tecChannel (www.tecchannel.de); *Publication*: tecChannel Compact

Events
More than 40, including two new ones this year: Computerwoche's German-Chinese Summit and a ComputerPartner trade conference.

See this column on IDG Central for more IDG Germany product details.

Q **Briefly describe Germany's IT publishing market and IDG's rank within it.**

A The distribution business in the IT and computer magazine segment continues to be difficult. All competitors still have to struggle with slack newsstand sales, and at the same time there is still a considerable oversupply of IT titles (about 300 per month including the specials) which further sharpens the predatory competition in the market.

IDG Germany is extremely well placed, however. PC-WELT, Germany's best-selling computer magazine for more than 11 years, is one of the market's strongest selling magazines. We are also in the Top 50 in the retail business with GameStar. Macwelt is Europe's biggest magazine for Mac and publishing, and GamePro is already No. 2 among gaming magazines with a console focus, just three years after launch.

Computerwoche maintains its undisputed position as the leading ITC weekly. ComputerPartner has further enhanced its good market position in its 10th year, with a successful relaunch. And CIO has long since established itself with high level readers as a unique quality IT business magazine.

Despite the tough climate in Germany's advertising market, we take top position in terms of order volume, outperforming our strongest competitors in the advertising market.

The successful positioning of our top brands continues in the online sector. All our print publications have their own Web sites, giving the German IDG network more than 80 million page impressions per month. PC-WELT is prominent there with outstanding online offerings (www.pcwelt.de), and is among the top 20 German language sites. GameStar.de is Europe's biggest gaming magazine Web site, and www.tecChannel.de undisputedly takes top position among the professional information services on the Internet. Visits to CIO's site are rising rapidly. Within one year (March 2004 to March 2005), www.cio.de attracted nearly 80% more users. In the same period, visits to www.computerwoche.de were also up some 22%.

Q **What are the top challenges facing your business unit in FY05, and how are you mobilizing to meet them?**

A In view of the slackness of the business climate there are not yet any signs of major recovery in the advertising budget in the IT core markets or in the development of circulation figures. That means the titles of our business division, IDG Business Verlag GmbH, will most likely be exposed to a great deal of competitive pressure in the near future. Our strategy is to diversify the revenue streams to online, event and corporate/custom publishing. IDG Germany is focusing on expansion of its Web business in all areas both by improving the existing Web sites and by evaluating potential acquisition of related/complementary Web businesses. We are also packaging existing and additional Web content to new channels and launching new products such as a white paper database and webcasts including a lead-generation program, and setting up Web TV on our consumer sites. Our main focus is now to put all our Web sites on one editorial content management system, which enables us to shift content from one side to the other and to create Web-only content easily.

Finally, we are continuing to build our events portfolio having set up a separate division last December to further develop the events business of CIO, Computerwoche and ComputerPartner brands. This year, IDG Business Verlag is not only running its 40 established events, such as the IT Meets Business conference, but also introducing two other innovative events. Computerwoche is organizing a two-day specialist German-Chinese Summit conference, which will be held in June 2005 in Munich. This summit will provide an opportunity for German and Chinese CIOs and well-known experts to discuss all general conditions for expanding China's IT market. ComputerPartner is organizing a trade conference in September 2005, which highlights perspectives, markets and opportunities for IT, telecommunications and consumer electronics, with high-caliber speakers from industry, trade and other sectors.

In terms of corporate business, the CIO team initiated a very successful project — SUN TALK, the customer magazine of Sun Microsystems GmbH, publishing two issues with the third one coming soon.

Q **Several of your Web sites recently unveiled redesigns. What's working well and why?**

A The online offerings of PC-WELT, Computerwoche and those of ComputerPartner show considerable growth rates in terms of visits and in page impressions. A couple of notable highlights: pcwelt.de's visits went from 4.8 million in March 2004 to 7.7 million in March 2005; with page impressions growing from 35.6 million last March to 50 million this year. Computerwoche.de's has more than 960,000 visits in March 2005, a gain of almost 200,000 over last March, with page impressions at 2.9 million

continued on page 7

Joint effort yields success for IDG, IDC

"The CIO Conference is a great example of a success story inside the IDG family here in Italy," said IDG Italy Managing Director **Mario Toffoletti**. "IDG and IDC are the only companies here who historically have had the strong resources and values that can be put together to bring both success in a very competitive market. The business model we've tested could be duplicated in many other countries."

The two companies split cost and revenue sharing 50-50. Both companies contributed to developing the criteria for the IDC-IDG ICT Innovation Award (see main story) and collaborated on content development, sponsorship sales and database/mailing activities. IDC dealt with the organizational logistics and marketing promotion of the event and client billing.

IDG Italy handled the event's editorial coverage and its promotion through ads within its print and Web properties as well as the creation of promotion ads and editorial coverage for the sponsors with CIO magazine.

"There's no secret formula for the IDC-IDG collaboration, jus a willingness to jointly provide the best knowledge and expertise in serving our clients with excellence," said **Ezio Viola**, group VP and general manager IDC Southern Europe.

CIO Conference

continued from page 1

sors — BMC Software, EMC, IBM Italy, SAP Italy, SAS, SIA — and the CIOs of prominent manufacturing, retail and advanced communication services companies participated in a panel discussion on how to link IT investments and business productivity. In addition, the CIOs talked about how technology impacted their business.

Five of the main sponsors were among the 18 companies who purchased booth space in the exhibition area of the conference.

The conference also introduced the first IDC-IDG ICT Innovation Awards. The awards will be given annually to the best Italian ICT projects, both in the private and public sectors, that are characterized by innovation for the business, meaningful organizational impact and/or a high-level use of the most recent technologies. Sixty projects were narrowed to three winners, selected by a jury composed of a representative from both IDC and IDG Italy and three experts from Italian universities.

The second half of the day included workshops on topics such as security and compliance, the optimization of the IT infrastructure and maximizing ROI. They were followed by two "LAB Sessions" — highly focused sessions conducted by unbiased outside experts — dedicated to IT governance and capitalizing on IT commoditization.

Eleven media partners promoted the CIO Conference, including E-TV, a technology channel with which IDC recently forged a year-long relationship. E-TV will produce a short program about the conference to air on SkyTV and a free satellite channel. It will also provide a DVD that IDC and IDG will be able to use to promote their brands to future clients, sponsors and partners.

*IDC SVP/Research **Frank Gens** (far right) presents the ICT Innovation Award to University of Messina ICT DirectorAntonio Puliafito. (Back): Noted Italian broadcaster and journalist Carlo Massarini prepares to distribute the other two ICT awards.*

Conference attendees received a copy of CIO magazine, which included profiles on the companies that won ICT Innovation Awards. The first issue had a folio of 100 pages and an ad/edit ratio of 48:52 and a circulation of 5,000. The issue included commercial packages of one ad page plus two advertorial pages for company profiles or interviews, sold to the primary sponsors of the CIO Conference.

IDG Italy's **Alessandro Degli Occhi** serves as CIO magazine's publisher, while Computerworld Italia Editor-in-chief **Paolo Lombardi** and his editorial team will handle CIO content. The publication's prime competitors are Zerouno, a monthly primarily for CIOs of large companies published by Newspaper Milano with a circulation of 14,000, and VNU's new monthly, Data Business, which has a broader distribution to enterprise IT professionals.

*Write to Senior Marketing Communication Specialist **Claudia Corradi** at ccorradi@idc.com or IDG Italy Marketing Assistant **Claudia Cavalleri** at claudia_cavalleri@idg.it. For the conference agenda go to www.idc.com/italy/events/cio05/cio05.jsp.* WU

Coming up

LinuxWorld Conference & Expo
May 24-26
Crown Plaza Milan Linate
Milan, Italy
www.linuxworldexpo.it/

LinuxWorld Summit
May 25-26
Marriott Marquis
New York City
www.linuxworldexpo.com/live/12/

IDG Asia/Pacific Managers Meeting
May 29-31
Sheraton Hanoi
Hanoi, Vietnam
Contact: Tam Le tam_le@idgvietnam.com

Business Intelligence and Business Process Forum East
June 7
The Charles Hotel
Cambridge, Mass.
www.idc.com/Bleast05

Computerworld Mobile & Wireless World
June 13-15
Hyatt Regency at Gainey Ranch
Scottsdale, Ariz.
www.mwwusa.com
john_amato@computerworld.com

For a more complete list of IDG-sponsored events, see the IDG Events listing on IDG Central.

Enterprise, PC World GPSC meetings set for November; agenda input sought

IDG's Enterprise Global Product Support Center and PC World GPSC will host back-to-back meetings in San Francisco this November. Both meetings will be held at the Westin St. Francis Hotel with the PC World meeting taking place Nov. 6-8 and the Enterprise meeting running Nov. 8-10.

Both groups are seeking input from prospective attendees regarding the agenda. Anyone interested in presenting during one of the meetings and/or with suggestions for topics to be included on the agenda is invited to contact IDG Australia Managing Director **Don Kennedy** at don_kennedy@idg.com.au (Enterprise meeting) or PC World CEO **Jeff Edman** at jeff_edman@pcworld.com (PC World meeting).

IDG

May 16, 2005

Program Director, Computerworld Honors Program (CWI)

The Computerworld Honors Program is looking for an energetic, highly motivated business and program development professional to join our team. The successful candidate will have a proven track record of creating senior level relationships to maximize sales opportunities and grow existing business through content-based programs. This position requires a combination of program development and entrepreneurial skills to maximize the revenue and content potential of this exciting 18-year old IDG awards program, founded by Pat McGovern. The successful candidate must have excellent verbal and written communication skills and the ability to develop close relationships at all customer levels. Event sales experience in the IT industry is a plus as well as exposure to program development of awards and content based programs. Demonstrable closing skills and a creative, collaborative, customer-focused style are essential. BA/BS and 10+ years of sales/program development experience required. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Associate Research Analyst, Pricing Evaluation Service (IDC)

IDC's Pricing Evaluation Service covers competitive pricing data for the major hardware markets in the IT space including PC, server, peripherals, enterprise storage, and networking, both domestically and internationally. This analyst will assist team members in supporting the program's price benchmarking service and core database offerings. Key responsibilities include maintaining price benchmarking deliverables for a wide range of vendor and end-user customers, updating database price lists, entering specification data, managing pricing deliverables, and providing client support to the approximately 30 clients in the pricing program. The analyst will also support customers by providing analysis and insight on trends within the various hardware categories (PC, server, peripherals, enterprise). The analyst will have a strong facility with PC applications including Lotus Notes, Excel, Access and PowerPoint, and experience working with database products. A Bachelor's degree is required with a focus in business, statistics, economics or computer science. We are seeking someone who is detail-oriented and has experience working independently and thinking critically about information and data. This role is based in Framingham, MA. Relocation is not available. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Servers (IDC)

IDC's Server Research Group is recognized as the industry standard for understanding the server market and forecasting trends. IDC is looking for an analyst to play a key role in defining and forecasting directions in the server market and in interacting with strategic planning and business unit executives driving On-Demand and other emerging computing trends in the IT industry. Responsibilities will include an active role in writing market analysis, quantitative data capture and analysis as well as providing support in consulting engagements. The individual will be responsible for increasing IDC's server research product exposure and coverage around the world and actively participate in delivering, promoting, marketing, and selling the overall suite of IDC server solutions products. Client contact will include interaction with market analysts, strategic planners and marketing managers within the U.S. and internationally. Candidates should possess a Bachelor's degree along with 2-3 years of professional experience in a position that required them to demonstrate complex problem solving skills and creativity. The individual should have strong writing and quantitative skills as well as exceptional interpersonal and communication skills. We are seeking entrepreneurial self-starters with an interest in business development who have the ability to manage relationships with marketing and sales execs in vendor organizations. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Online Account Representative (MAC)

Mac Publishing seeks a motivated team-player to sell advertising for its online properties. Working out of our Boston/Framingham office, the Online Account Representative will maintain and grow existing online accounts and revenue, as well as prospect heavily for new business. S/he will be responsible for forecasting business, managing a client database and working closely with the print and marketplace teams to promote multi-platform packages. Qualified candidates must have a solid understanding of the internet and online advertising, relationship selling experience, demonstrated closing skills as well as proficiency in Mac OS, Excel and PowerPoint. The ideal candidate will have excellent communication and organizational skills and familiarity with the Mac market and/or interactive ad agencies. A minimum of 2 years sales or agency experience is preferred. This position involves travel within the eastern US territory as well as extensive email and phone sales efforts. Mac Publishing offers competitive salaries, top-notch benefits, and a commitment to employee training and development. Please include cover letter and salary requirements, and reference 'MAC Online Account Rep' in the subject line when applying. ***Location: Framingham, MA***
Contact: J.McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Current Jobs, Week of May 16, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Sales	Online Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Conf	Conference Manager/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Application Development and Support Analyst	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Executive Producer, Computerworld.com	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Online	Web Designer, Computerworld.com	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Program Director, Computerworld Honors Program	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
CXO Media						
	Conf	Director, Event Planning	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Features Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Events	Marketing/Client Relations Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Web Writer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Prod	Production Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Rsch	Research Director, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	District Sales Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
HR Services Division						
	HR	Senior Human Resources Generalist	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
IDG Entertainment						
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Sales	Regional Sales Manager	Singapore	Jennifer McKaughan	jennifer_mckaughan@idg.com	508-988-7871
InfoWorld						
	Edit	Copy Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
IPS						
	Edit	US Correspondent	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Mac Publishing						
	Ad Sales	Online Account Representative	Framingham MA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Ad Sales	Sales Associate	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
Network World						
	Edit	Copy Editor	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	IS	Systems Support Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Admin	Editorial Administrative Assistant	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Admin	Executive Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Edit	Associate Editor	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Online	Director, Online Marketing	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Event Services Coordinator	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Mktg	Audience Development Specialist	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Sales Manager	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	HR	HR Assistant	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Intern	Research Intern, Content Management	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	IS	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	IS	Desktop Services Team Lead	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Prod	Production Coordinator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Analyst Account Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, WW Semiconductor, Revenue Forecast	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker Product	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Personal Computing	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Servers	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Content Technologies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Network Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Worldwide Telecom	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4[illegible]
	Research	Sr. Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	VP, Customer Experience Practice	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Inside Sales Representative	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Intern	Research Intern, Financial Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Life Science Insights						
	Intern	Research Intern, Life Science Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137

Go to http://careers.idg.com to view all current job opportunities at IDG

What is Service-Oriented Architecture?

InfoWorld Executive Editor **Eric Knorr** provided the following definition of SOA: Service-oriented architecture is an idea, not a technology. It promises both unlimited software reuse and the interconnection of everything as long as IT is willing to wrap legacy applications in standard interfaces and construct new applications as services whose capabilities other software can tap into.

Moderators incorporate blogs into panel planning

Several InfoWorld staffers including CTO **Chad Dickerson**, Executive Editor **Eric Knorr**, Lead Analyst **Jon Udell** and Editor-in-chief **Steve Fox** served as panel moderators during the SOA Executive Forum. InfoWorld Chairman & Editorial Director **Kevin McKean** discussed major points hinged on SOA throughout the day including the pitfalls and promises of SOA. During the weeks leading up to the conference, speakers used blogs to discuss questions, share opinions and debate issues related to the session topics.

InfoWorld will be delivering a condensed version of the full-day conference as a screencast, set to debut in early June.

SOA

continued from page 1

The conference marketing efforts attracted more than 300 paid senior technologists and business executives to participate in sessions spanning technology and business tracks, general session panels and a CTO Reality Check. Networking functions at the event, including an executive luncheon and cocktail reception, provided sponsors and delegates the opportunity to connect and discuss services and products that support a service-oriented architecture.

Martay, whose title is director of events, said the entire event — from concept to delivery — came together in just under six months. The conference was designed and sold to select vendor partners as an integrated six-month program comprising the event itself, research, online and print components. Sponsorships ranged from $45,000 to $150,000. In addition to high visibility at the conference, sponsors were offered custom advertising opportunities, managed by **Lisa Farrell**, director of custom solutions, and **Hal Mentlik**, national ad director, to underwrite clearly branded advertorials in the publication, an SOA section on the Web site, white papers and a dedicated research study that also served to tailor the forum content. "IT buyers seek out information in a variety of mediums based on different needs within their purchase process," said Martay. "InfoWorld's integrated program approach around SOA Executive Forum underscored this need. This program helps vendor partners build cross-media campaigns that maximize their investment in a variety of advertising mediums, with measurable performance," she said.

Martay said the decision to focus on SOA — "one of the most compelling technology initiatives currently being discussed and implemented" — was driven largely by the company's editorial team. Executive Editor **Eric Knorr** and Lead Analyst **Jon Udell** were responsible for developing the content and speaker recruitment with Martay. The event rolled out to potential sponsors in January and sold out the following month. Attendee recruitment, managed by Marketing Coordinator **Ben Veechai**, began in March and closed in April.

Given her lean resources — she is currently the sole member of the InfoWorld events group — Martay turned to IDG World Expo for logistical support. **Stephanie Haney**, operations manager, took on the lead role for logistic planning, speaker coordination and sponsor management for the SOA Forum. "By working with IDG World Expo," said Martay, "InfoWorld focused on its strengths in developing content and audience acquisition, leaving logistics and support to the experts."

Martay noted that another potential stumbling block to the quick turnaround on this conference was overcome when Director of Engineering **Derek Butcher** was able to build a custom registration site in just one week that allowed the company to collect payment online.

Martay said another SOA event is currently being planned for late 2005, with vertically focused programs planned for the interim. For more information, visit www.soaexecutiveforum.com or contact Jill Martay at jill_martay@infoworld.com. WU

IDC Philippines sponsors first Directions briefing

Four months in the planning, IDC Philippines' first Directions event last month featured senior IDC analysts who offered their 2005 analyses and market forecasts for the area.

Working with IDC's regional marketing team, "we were able to get the quality delegates we were aiming for as well as senior government officials and members of the press," said IDC Philippines Marketing Executive **Vida Anna Padua**. "We promoted this event through press releases, direct mailings, e-mail and fax blasts, as well as print and online advertisements."

The next IDC Directions in Manila will be in April 2006. IDC Asia/Pacific regional offices also hold Directions in Singapore, Malaysia, Thailand, Korea, China and Australia.

For more information contact Vida Anna Padua at vpadua@idc.com.

*(L-R): Senior Analyst **Jubert Daniel Alberto**, Associate Analyst **Catherine Foronda**, Account Executive **Rowena Francisco**, Managing Director **Selinna Chin**, Senior VP **Dennis Philbin**, Marketing Executive **Vida Anna Padua**, Marketing Executive **Leah Macaraig**, Research Manager **Manuel Ravago**, Associate Analyst **Farrah-Naz Susulan**, Senior Analyst **Karen Rondon**, Senior Account Manager **Jason Phua** and Senior Research Editor **Karen Paguia**.*

noteworthy people

Promotions

Carroll

PC World Associate Publishers **Michael Carroll** and **Wayne Silverman** have been promoted to VP/publisher, PCWorld.com and Custom Publishing, and VP/Publisher, PC World magazine, respectively. "Both Wayne and Michael have been with PC World for over 10 years, and have worked tirelessly to help establish PC World's position as industry leader," said PC World President/CEO **Jeff Edman**. "Their management of the online and print sales teams has been marked by vision, intensity, innovative ideas and dedication."
michael_carroll@pcworld.com, wayne_silverman@pcworld.com

Silverman

InfoWorld copy editor **Jill Terry** has been promoted to senior copy editor. "If you include her freelance stint, Jill has been working with InfoWorld copy for nearly two years, and she's as enthusiastic today as she was the day she walked in," said InfoWorld Executive Managing Editor **Kathy Badertscher**. "Not only has Jill mastered the role of print copy editor extraordinaire, she volunteered to assume online desk duties during a co-worker's maternity leave. In her spare time, Jill also manages our in-house style guide, no small feat when new tech acronyms roll off the acronym assembly line like doughnuts."
jill_terry@infoworld.com

IDG WORLD UPDATE
Terry

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

Dan Nystedt is the new Taipei correspondent for the IDG News Service. He was previously bureau chief for Dow Jones in Taiwan and has also written for The Taipei Times, Business Week and The Financial Times. He earned a B.A. in history and English from Colorado State University and an M.A. in Asian studies and international business from Seton Hall University in South Orange, N.J. His interests include travel, art, boxing, motorcycles, waterskiing, basketball and pets. "I had an alligator for a few years, have kept a lot of exotic fish — both fresh and saltwater — turtles, cats and dogs. Right now it's very tame. I have just one cat, Kiki, and he ate the bird, so that simplified my little animal kingdom."
dan_nystedt@idg.com

Kate Castle is IDG Ventures Boston's new director of marketing, a title she also held at her previous employer, Battery Ventures. She will be leading the marketing communications programs for IDG Ventures, including public relations, events, sponsorship and message development. She holds a B.A. in anthropology from Wheaton College in Norton, Mass., and enjoys running, photography, traveling and reading.
kcastle@idgventures.com

CXO Media has hired **Tara Sellazzo** as a senior marcom specialist for CMO magazine; she was previously a media planner for international advertising agency WPP in Tampa, Fla., where she created and executed marketing and ad campaigns, public relations initiatives, package design and new product development for such clients as Kraft Foods, Tabasco hot sauce and Splenda sugar substitute. She holds a B.S. in marketing from the University of Massachusetts/Amherst, enjoys hiking and reading and is taking golf lessons.
tsellazzo@cxo.com

Previously a VP of corporate sales for Ziff-Davis Media, **Melinda Reilly** is IDG Corporate Sales' new director of business development. She holds a B.S. in business from California State University/Los Angeles, enjoys hiking, politics and meditation and is learning to play the piano.
melinda_reilly@idg.com

PETER SHORT
Hansen

Jim Hansen joins IDC's Healthcare Insights division as VP, coming from First Consulting Group where he was research and strategy director. He holds a B.S. in business administration and an M.B.A. from the University of Colorado, enjoys landscaping and biking and recently adopted a 14-month-old daughter from China.
jhansen@idc.com

Previously a high school math teacher and then eBusiness development manager with SGI, **Steven Clough** is now senior research analyst with IDC West's PC Tracker group in San Mateo, Calif. He graduated from Ohio State University with a B.S. in computer information systems and an M.B.A. When not playing with his young children he is an avid golfer and a "rabid" U.S. soccer fan. *sclough@idc.com*

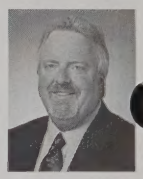
Magán

IDC Peru has hired **Alfredo Magán** as an associate analyst covering the Peruvian hardware market. He was previously an information security trainee with the Banco de Creditor del Peru and is studying systems engineering at the University of Lima. He enjoys jai alai, the beach and movies. *amagan@idc.com*

PETER SHORT
Massey

Previously a senior consultant with Demos Solutions, **Karen Massey** joins Financial Insights as senior research analyst, Consumer Banking and Credit. She holds a B.S. in finance from Boston College and an MBA in international business from Babson College in Wellesley, Mass. She enjoys "any sport or activity that lets me be outside in nice weather."
kmassey@financial-insights.com

Transfers


Ostrow

PC World Publisher **Bob Ostrow** is now president and publisher of *InfoWorld*. Ostrow grew PCW's business in all key metrics, including pages, online and print revenue, market share and overall profit and championed the "PC-Proficient Manager" positioning that fueled the brand's growth. The 22-year technology media veteran rose through the organization, beginning as a regional sales representative and progressing to senior account manager, Eastern ad manager, and Eastern ad director. "Bob's track record speaks for itself and represents the future of InfoWorld," said **Kevin McKean**, InfoWorld chairman and editorial director. "He is an experienced publishing leader who will champion and drive InfoWorld's mission and integrated media programs, including online, events and print, in support of our advertising partners."
bob_ostrow@infoworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Dorothy Adams *IDG Australia*
Michelle Reyes *PC World*

18
Stephen Lennox *IDG Australia*

17
Joan Kelly *CXO Media*

14
Megumi Okamoto *IDG Japan*

13
Jean Dellarobba *Computerworld*
Nancy Jonathans *PC World*

12
Dana Thorat *IDC*

10
Jill Jones *IDG New Zealand*
Michael Goldberg *CXO Media*

9
Art Jahnke *CXO Media*

8
Matthew Bennett *Digit U.K.*

7
Peter Smith *Computerworld*

6
Chandra Tallman *CXO Media*
Allan Holmes *CXO Media*
Yvonne Engsig *IDG Denmark*
Lionel Lamy *IDC U.K.*
Julia Reckel *IDG Germany*

5
Owen Edward *CXO Media*
Alison Watson *IDG Australia*
Bill Rigby *Computerworld*
Todd Weiss *Computerworld*
Luisa Garcia *IDC*
Brian Bingham *IDC*
Thomas Heim *IDC*
Lily Lin *IDC China*
Mª Del Carmen Rodrigo *IDG Spain*
Jenny Nieminen *IDG Sweden*

4
Jiro Horose *IDG Japan*
Anders Huldt *IDG Sweden*
Richard Clooke *PC Advisor*

3
Elisabeth Meyi *InfoWorld*
Salvatore Braiotta *IDG Italy*

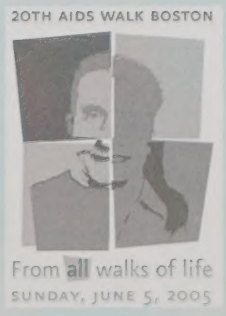
2
Matt Cooney *IDG New Zealand*
Shantini Singh *IT World Canada*
Patricia McGinnis *IDC*
Irene Chow *IDC Hong Kong*
Catherin Bennett *IDC Australia*
Kyong-Min Kim *IDC Korea*

1
Julie Gill *IDG New Zealand*
Carrie Mathews *CXO Media*
Lynn Holmlund *CXO Media*
Christine Hopkins *CXO Media*
Jed Scaramella *IDC*
Lorraine Grant *IDC Australia*
Judy Ou *IDC China*
Norihiko Seki *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

20th AIDS Walk set for June in Boston

The 2005 AIDS Walk & 5K Run marks the 20th anniversary of this event, which takes place in Boston on June 5. IDG continues to serve as a dedicated corporate sponsor for this fund-raiser, and IDG List Services President **Deb Goldstein** will serve as the IDG AIDS Walk Team Leader. Anyone interested in walking and/or sponsoring the IDG team may contact Deb at 508-370-0820 or deb_goldstein@idg.com.



One on one

continued from page 3

compared with 2.4 last year.

This increase in traffic results from the fact that these titles have continually focused more on the needs of their specific target groups. For example, as indicated above, we introduced different channels, enabling us to package the editorial content in a different way. In the future, we will offer some more common channels including a common search engine for all our b2b Web sites, which gives us much more power in the market. Moreover we are launching more and more qualified newsletters (more than 40 different newsletters), which will boost traffic and create more revenues.

Within pcwelt.de we added a lot of new content as there are a growing download area, more daily tests and a new security area and some other channels.

To get more leads we have to push more and more synergies between all our IDG Web sites. We are working there on exciting new projects, but we are not yet ready to talk about them. We are also looking to invest in good Web content or Web sites to expand our portfolio.

We have to cooperate much more within IDG Europe to get a better position in the Web business. We are very decentralized in print, and I think that is the right approach there. The Web business is much more varied, and we have to show our international customers performance on a European level.

Q **How do you think should IDG improve its Web business in Europe?**

A Though current development of the online sector of our titles is very pleasing, I am confident that we should dramatically diversify our online revenue streams nationally and internationally. In order to achieve that, we have to cooperate much more within IDG Europe to get a better position in the Web business. We are very decentralized in print, and I think that is the right approach there. The Web business is much more varied, and we have to show our international customers performance on a European level. I am confident advertisers want to book channels all over Europe with our great IDG brands. Some of our competitors such as zd-net could offer such European packages. So we have to think to proceed in terms of a European or worldwide search engine, for example. I would like to have discussions like that on these exciting points, together with all the brilliant Web talents we have within IDG. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

celebrating 10!

Name
Mustafa Mustafa

Home
Sevenoaks, Kent

Joined IDG U.K.
Janurary 1995 as a Senior Sales Executive.

Career path
Deputy Ad Manager, 1996; Ad Manager, 1997; Group Ad Manager, 1999; Associate Publisher, 2001.

Current job
As commercial director, I am responsible for the maximization of all advertising-related revenues within IDG U.K.'s publishing business. This includes all relevant magazines, newspapers, Web sites and events.

Most challenging part of your job
Currently it is the successful integration of IDG U.K.'s sales teams, developing synergy, a joint effective approach to a single sales strategy and ensuring we maximize the strengths and opportunities this delivers to our U.K. business in print, online and live events.

Best part of your job
I enjoy the challenges of competing with other publishing houses, continually reviewing and exploring ways for us to drive our products forward and ensuring they dominate against the competition. Plus, I relish the fact I am able to play a key role in the development of our U.K. business.

Career highlights
Taking Macworld to the No. 1 position in the U.K., developing the most renowned annual Mac Awards evening in the U.K., launching successful brand extension products such as MacworldPlus, becoming commercial director for IDG U.K.

Most memorable moment at work?
Closing the deal on the largest single sponsorship sale in IDG U.K. history. It was for the Macworld Awards 2001 – Hewlett Packard sponsored for £60,000 (US$112,000).

If you could change one thing about IDG, what would it be?
To become a major player in the U.K. publishing industry as we are in most other countries around the world. Watch this space!

Favorite way to work off stress?
I still play competitive football on Sunday morning.

*IDG U.K.'s **Mustafa Mustafa** was the guest of IDG Chairman **Pat McGovern** at a dinner at the Ritz-Carlton Hotel in London celebrating his decade of service with the company.*

Familly
My wife, Chilem; daughter Tezel, 7; son Metin, 6.

Interests outside the office
Spending time with the family, playing football and golf.

Dream destination
Australia and New Zealand.

Fantasy job
Professional football player for Liverpool Football Club.

First job
Sports therapist.

Possession you'd grab if your house were on fire?
Other than my wife and children, my 1960's vintage jukebox.

What sports do you play?
Football, squash, golf, running — I enjoy most sports.

Manager's profile
"Mus is extremely popular across the company and out in the marketplace. One of his strongest assets is his ability to consistently find ways of hitting the revenue targets. He has a history of developing very strong industry contacts, and this has enabled him to develop relationships that go well beyond standard advertising. He is able to unlock extra budgets and divert them to higher yielding marketing initiatives. Mus has developed a very strong team on Macworld in the U.K. and is now transferring these skills in to the PC market. "

— Kit Gould, managing director, IDG U.K.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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CIO Leadership Conference targets tomorrow's IT leaders

CIO, CIO Executive Council team up to produce conference, awards program

With the launch of its first CIO Leadership Conference and Ones to Watch Awards Program, CXO Media is reaching out to an expanded audience: senior IT executives destined to become the CIOs of tomorrow. Co-produced by CIO magazine and the CIO Executive Council, the two-day conference at the Charles Hotel in Cambridge, Mass., attracted an international group of 250 CIOs.

New England Patriots Head Coach Bill Belichick, who led his team to three Super Bowl wins in the past four years, addressed attendees at the CIO Leadership Conference. Above, CXO Media staff pose with the coach. L-R: ***Judy Kittredge****, conference manager;* ***Annie Slobogan****, designer;* ***Sarah Yee****, event planner;* ***Chris Mattoon****, director of business development;* ***Mary Cardwell****, director of marketing, Executive Programs;* ***Brian Fuce****, manager, program operations; Belichick;* ***John Vulopas****, director of business development;* ***Cress O'Brien*** *client services specialist;* ***John Frappier****, senior IT specialist;* ***Cynthia Mollus****, vice president, conference management;* ***Amy Turell****, director, event planning;* ***James Gilgallon****, EP staff;* ***Jennifer Richards****, senior vice president, Executive Programs.*

"A major concern across business, industry, government and nonprofit organizations centers on developing the next generation of information IT leadership," said CXO Media CIO **Mark Hall**, who also serves as general manager of the CIO Executive Council. "Our members tell us that leadership is a critical, yet lacking, skill in today's IT work force, which underscores the need to cultivate future leaders as well as honor those up-and-comers who already demonstrate strong leadership abilities." Launched in April 2004, the CIO Executive Council is a professional organization of chief information officers created to shape and improve the future of information technology and its role in business, government and academia.

"In response to this demand CXO's Executive Programs moved quickly to create a forum that addressed the needs of existing and future CIOs," said **Jennifer Richards**, senior vice president, Execu-

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Screencasts add new dimension to InfoWorld.com

It isn't often IDG journalists get to coin a new phrase that's adopted globally. InfoWorld Lead Analyst **Jon Udell**, however, is widely credited with publicizing the term "screencasting," which is a narrated visual demonstration of software in action that is accessed through the Web.

Udell has been writing about screencasting since January 2004, though in the early days the medium didn't have a standardized name. Last November, when he created a screencast demonstrating Windows Media Encoder, he posted a call for ideas for names on his blog. He collated the responses — among them appshow, democast and smoovie — and settled on screencast. Given the popularity of Udell's column in the blogosphere — estimated at more than 10,000 RSS subscribers, not to mention readers directly from InfoWorld.com — the use of the term has taken off internationally.

Udell is quick to say that the general concept behind screencasting isn't anything new, noting that audio files have been on the Internet for a decade and years ago, when he worked for Byte magazine, he produced a training video on CD-ROM using a product called Lotus Screen Cam. He attributed what's bringing screencasting to the forefront in such a powerful way to four factors: 1) the pervasiveness of Internet connectivity, 2) the growth of broadband, which makes it far easier for people to consume large media objects in the megabyte

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in brief newsworthy

Full publication profit margin report for March available on IDG Central

Each month, *IDG World Update* publishes the names of the publications with the highest profit margins in seven of the company's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. Below is a partial list for March.

CW/IW publications
1. Computerworld Bulgaria
2. Business World (Czech Republic)
3. Computerwoche (Germany)
4. China Computerworld
5. Computerworld Malaysia

PC World publications
1. PC World Bulgaria
2. Mikrodatorn (Sweden)
3. PC for Alla (Sweden)
4. New Zealand PC World
5. PC World Poland

Macworld publications
1. Macworld U.K.
2. Macworld Espana (Spain)
3. MacWorld (Sweden)
4. Macworld U.S.
5. Macwelt (Germany)

Networking publications
1. China Network World
2. Networld (Poland)
3. China Telecom World
4. Network World (Japan)
5. Comunicaciones World (Spain)

Reseller publications
1. Australian Reseller News
2. IT-Branschen (Sweden)
3. New Zealand Reseller News
4. Computer Partner (Germany)
5. China Computer Partner World

Games publications
1. GameStar (Germany)
2. GameStar (Hungary)
3. GamePro (U.S.)
4. GamePro (Germany)
5. PC Zone (Netherlands)

CIO publications
1. China CEO & CIO
2. CIO Japan
3. CIO Sweden
4. CIO (U.S.)
5. CIO Australia

Society of Publication Designers recognizes CMO magazine

CXO Media's CMO magazine received a merit award for design at the Society of Publication Designers (SPD) 40th Annual Magazine Design Competition on May 6 in New York City. CMO, which debuted last September as a monthly targeting chief marketing officers, was honored for its design of a story entitled "Out and About," which appeared in the November 2004 issue. The design was conceived and executed by CXO Media Associate Art Director **Scott Shultz** and freelance photographer Peter Murphy.

SPD previously recognized CXO Media publications with merit awards in 2002, for Darwin, and in 2003, for CIO and CSO.

The Society of Publication Designers promotes quality and innovation in publication design and is comprised of top editorial art directors and allied professionals. This year's competition drew 7,000 international entries in more than 100 categories. CMO's award will be featured in the Society's publication design annual, PUB 40, and at the SPD's 40th Annual Exhibition. WU

Fast-growing company invites Network World to NASDAQ event

Security firm SafeNet has been having a very good year – good enough to land it on the top of Network World's list of the fastest-growing network companies in the company's April 25 Network World 200 issue as well as on top of the podium at the NASDAQ, where company Chairman Tony Caputo was asked to ring the opening bell earlier this month. Invited by Caputo to share the honor was Network World CEO & Publisher **Evilee Thibeault**, who deemed the experience "a very cool opportunity to participate in a bit of history." WU

*Network World's **Evilee Thibeault** (second from left) and Regional Account Director **Elisa Dellarocco** (far left) join SafeNet staff applauding the opening of the market.*

IDG Ventures includes outside investors in second fund worth $180M

IDG Ventures Boston this month announced the close of its second fund, which, in a first for the company, includes a select group of outside investors.

Joining IDG, which contributed approximately 20% of the $180 million fund are new investors Princeton University Investment Co., AlpInvest Partners, FLAG Capital Management, GIC Special Investments, Grove Street for Finnish LGPI, HighVista Strategies and one of the largest Ivy League university endowments. The closing of the fund increases the firm's total capital under management to $280 million. IDG Ventures Boston, an early stage venture capital firm focused on investing in information and healthcare technology companies, is led by three general partners: **Jeff Bussgang**, **Michael Greeley** and **Chip Hazard**. Since its founding four years ago, IDG Ventures Boston has invested in almost a dozen companies.

IDG Ventures

*Contact **Kate Castle**, director of marketing, at kcastle@idgventures.com.* WU

CIO, InfoWorld make MediaPower list

CIO and InfoWorld were included in BtoB magazine's annual ranking of the top 50 business-to-business media venues. CIO was cited for being a "regular winner in the Jesse H. Neal Awards competition, and this year was no exception." InfoWorld's profile read, "With its $50.1 million in ad revenue in 2004, IDG's InfoWorld remains one of the largest trade publications in the U.S." BtoB editors evaluated data including ad revenue and audience and interviewed some two dozen top media buyers, advertisers and industry analysts. A panel of editors and reporters chose the Media Power 50. WU

one on one the interview

Kirk Campbell
The president & CEO of IDC is this week's guest columnist. Reach him at kcampbell@idc.com.

"IDC was the IT market research industry leader in 2004 with 19,600 press mentions worldwide. Gartner was No. 2 with 10% fewer quotes. Forrester was No. 3 with 60% fewer press mentions. IDC has the highest number of press mentions in every global region."

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com or fax 617-423-0712.*

Q How is IDC doing this year financially?

A IDC is on track to meet its budget goals for this fiscal year. For the first seven months of this fiscal year, IDC's revenues are growing by 9% using the same exchange rates in both years and, if you report the results as public companies do, growing by about 13% versus last year using the actual exchange rates of each year. IDC's profits are in line with the budget target and growing by 15% compared to last year. IDC is aiming for the full year to gain market share versus its competitors and earn the highest profit margin of any of the large IT market research companies.

Q How has Gartner's acquisition of Meta Group late last year affected the IT market research arena and IDC specifically?

A Gartner announced late last year an agreement to acquire its direct competitor, Meta Group. Gartner completed the acquisition on April 1. Meta was the third-largest IT research advisory firm (behind No. 2 IDC and No. 1 Gartner) with revenues of $140 million in 2004. Gartner paid a cash price of $162 million for Meta. Gartner assumes that it will retain only 55% of Meta's revenues. So this is an expensive acquisition for Gartner if you consider that they paid a price of two times revenues for the $80 million in Meta revenues that the company assumes it will retain. The Meta brand has been eliminated and hundreds of Meta employees have been laid off. The primary benefit for Gartner is that the acquisition allows them to report revenue growth, which has been a significant issue for the company since it has experienced either declining revenues or flat revenues for several years. The Gartner acquisition of Meta is good news for IDC since the acquisition eliminated one of our competitors. IDC has already hired a number of highly qualified Meta employees and we are interviewing others. IDC and Forrester are now the only large company alternatives to Gartner in the marketplace. Customers do not want to spend all of their research dollars with one supplier so IDC, Forrester and some of the smaller market research companies will benefit from increased spending over the next year.

Q Did IDC outperform its competitors in terms of press mentions last year?

A Yes. Once again, IDC was the IT market research industry leader in 2004 with 19,600 press mentions worldwide. Gartner was No. 2 with 10% fewer quotes. Forrester was No. 3 with 60% fewer press mentions. IDC has the highest number of press mentions in every global region including North America, Latin America, Europe and Asia. In fact, IDC has a higher press mind share in the international regions where our competitors have a much smaller presence. Over half of our research employees are based outside the United States, whereas our competitors have employees concentrated in the U.S.

Q How does IDC leverage its heritage and brand to tap into markets served by the Insights businesses?

A As you know, the Insights businesses are new IDC business units focused on providing industry-specific technology advice to business executives and IT leaders (end users) as well as industry-specific technology vendors. Each group — currently Financial, Life Sciences, Manufacturing and Energy — is led by a highly qualified industry executive who recruits an experienced research and sales team. It certainly helps these new business units to be closely associated with IDC since we can provide advice on the best way to build a research advisory business. The Insights businesses make full use of IDC's worldwide assets and knowledge to more rapidly grow their businesses. Insights customers often know the IDC brand. They consider it important to have a team dedicated to their industry providing them with technology advice, but they are pleased to know that the business unit is fully supported by the 40 years' experience and strength of IDC.

Q How does IDC measure the success of its new investments?

A IDC measures the success of its investments in new products and services via the well-established IDG tradition of direct customer validation. We expect customers to vote with their dollars for new IDC product and services launches. IDC has a detailed financial reporting system that allows us to track bookings (customer orders), revenues, expenses and profits or losses for each product and service that we offer. We usually know within one year if a new product is meeting with sufficient customer demand and, as a result, we can easily decide whether to continue the product, cancel it or modify it to better satisfy our customers. In the case of the Insights business units where IDC is seeking to build very large businesses rapidly with entirely new customers, we have a five-year business plan approved by IDG that generally calls for investments during the first two years and increasing profits in the following years. The Insights units are considered successful if they are annually meeting their booking and bottom line objectives as defined by the business plan. WU

CIO

continued from page 1

tive Programs. "The CIO Leadership Conference is the first time CIO magazine has expanded its reach to include the next generation of CIOs. The conference also provided today's CIOs with a forum to expand their own leadership skills.

*Thirty-three up-and-coming IT leaders were honored at the first annual CIO Ones to Watch awards. Above CIO Executive Editor **Edward Prewitt** (l) and CXO Media CIO **Mark Hall** present an award to Cheryl Monroe, senior director, Global IT Operations, Align Technology.*

Speakers at The CIO Leadership Conference shared insights on the skills, training and succession planning required to succeed in today's technology workplace. Among those invited to speak at this month's conference were: Clayton Christensen, professor of Business Administration, Harvard Business School; Marc West, senior VP and CIO, H&R Block; Steve Peltzman, CIO, Museum of Modern Art; Becky Blalock, senior VP and CIO, Southern Co.; and **Gary Beach**, group publisher, CXO Media.

A highlight of the conference was a talk by New England Patriots Head Coach Bill Belichick who shared with attendees his leadership ideals that have resulted in three Super Bowl championships in four years. Using film clips from football practices and games to illustrate his points, Belichick emphasized the need for leaders to put team success ahead of individual glory.

During a dinner and awards ceremony on the second night of the conference hosted by Beach, Hall and CIO magazine Executive Editor **Ed Prewitt**, winners of the CIO 2005 Ones to Watch awards were announced. The 33 winners, each of whom was sponsored by a practicing CIO, were selected by a group of today's leading CIOs, including members of the CIO Executive Council. "These awards were designed to honor tomorrow's technology leaders," Beach said. "The winners have demonstrated leadership, driven innovation and delivered the kind of value to their organizations that proves they are ready to assume the title and responsibilities of CIO." Winners will be featured in the July 15 issue of CIO magazine.

For more information, contact Jennifer Richards at jrichards@cxo.com. WU

The potential for screencasts

InfoWorld Lead Analyst **Jon Udell** said he expects that screencasts will soon be used to "radically expand the scope of product reviews," serving as an online adjunct to a printed review. In terms of revenue generation, they could be a new way to drive traffic to a Web site and be featured in advertising-supported page views. A short screencast available at no cost could be a teaser to a paid content, full-length version.

Screencasting

continued from page 1

range, 3) the dependability of multimedia PC and its broad distribution 4) the increasingly blurry distinction between streaming – getting it right away – and downloading of media content.

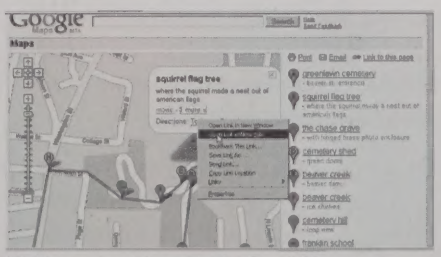
Udell produces a variety of screencasts, which he views as editorial products, primarily using Camtasia Studio. The formats include tutorials (brief demonstrations of how to use an application or service, such as Library Lookup), tips (a 90-second short on one of Windows' hidden desktop search features), demos/discussions (a demo of JotSpot, the "application Wiki") and feature stories (a documentary screencast on Wikipedia's editorial process. (Links to each of these screencasts are available through this article on www.idgcentral.com.)

The screencasts have appeared both on Udell's blog and column on InfoWorld.com. One of his most recent was three-minute screencast of how to better manage passwords by creating a single sign-on for Web sites. It encompasses two demos, using the New York Times sign-on page as an example.

PETER SERLING

Udell

"I has hoped it would attract a wider, less technical population than usually visits my blog, which it did," Udell said. "I also tested the screencast on a couple of civilian — nongeek — friends. Both instantly grasped the concept. It's proof that screencasting is a medium that can deliver order-of-magnitude improvements over conventional documentation and training. If people aren't 'getting it,' maybe it's time to stop blaming them and start telling stories they can't forget or misunderstand."



Udell's screencast demonstrating Google Maps was viewed more than 9,000 times in a 10-day period in March.

Write to jon_udell@infoworld.com. A podcast summarizing Udell's reflections about podcasting and screencasting is available at http://weblog.infoworld.com/udell/2005/03/03.html#a1189. WU

IDG

May 23, 2005

Senior Tax Account (CSG)

IDG's Corporate Support Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus.
Location: Framingham, MA
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Member Services Manager (CXO)

CXO Media has an exciting opportunity for a Member Services Manager working on CXO's executive community which provides the most senior executives at leading enterprises worldwide with research, problem solving and support. The Member Services Manager (MSM) for the CIO Executive Council works with Account Reps providing high-touch consultative services to senior level IT executives. Reporting to the Managing Director, MSMs conduct needs assessment interviews with Council members at enrollment, advise, schedule, and follow-up on member-to-member peer matches and provide support to Program Directors on major programs such as Council-wide tele or web conferences. MSMs communicate regularly with account reps on the activities and status of their accounts, provide the team valuable "storytelling" information about satisfied members, and partner with account reps on member renewal. MSMs provide feedback to Council senior management about membership trends and offer proposals for new Council programs and events. Ideal candidates are extremely detailed, have excellent written and oral communication skills, are adept researchers, and enjoy a wide variety of tasks and responsibilities. 5-7 years of relevant experience and knowledge of the IT industry are required. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Executive, Sector - West Coast (IDC)

IDC's Sector Sales Group is seeking an Account Executive who will focus on selling IDC's research products to vendor clients in the Western Region. This position will report to the AVP Sector GEA, West Coast. As a member of a collaborative team, the Account Executive will be responsible for selling into B&C Vendor Accounts and will drive new business with a specific focus on Clients and Mobility vendors in the western region. The Account Executive will be responsible for services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Requirements for the position include 3-4 years of quota-carrying outside sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelors Degree (or equivalent) is required. This position may be based out of San Mateo, CA and will require approximately 10% travel. IDC delivers dependable, high-impact insights and advice on the future of ebusiness, the Internet, and technology to help organizations make sound business decisions. IDC forecasts worldwide markets and trends and analyzes business strategies, technologies, and vendors, using a combination of rigorous primary research and in-depth competitive analysis. IDC provides global research with local content through more than 700 analysts in 43 countries worldwide. IDC's customers comprise the world's leading IT suppliers, IT organizations, ebusiness companies, and the financial community. Additional information can be found at http://www.idc.com. IDC is a division of IDG, the world's leading IT media, research and exposition company. ***Location: San Mateo, CA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Program Manager, Semiconductors (IDC)

IDC's Semiconductor team is seeking a Program Manager to provide coverage of semiconductors within networking, telecom and storage system end markets. The adoption of faster wired and optical technologies continues to occur in the market. Meanwhile, data, voice, and video traffic are being consolidated over an IP-based infrastructure to create more efficient service offerings for businesses and consumers. We expect the increased convergence of these services will have a profound impact on networking, telecom and storage applications especially as the semiconductor suppliers drive future designs with the creation of innovative chip products. Tracking the companies playing a role in these markets and communicating this outlook and vision to IDC clients will be the primary responsibility in this position. The position will be responsible for gathering and analyzing qualitative and quantitative information to create research studies that provide strategic insights and advice to our clients. Responsibilities include market sizing, forecasting, market share reporting, vendor analysis, tracking technology trends, pricing analysis, and supply/demand analysis. Other responsibilities include working with IDC analysts around the world to shape our research in networking, telecom and storage markets, maintain publication deadlines, and perform custom consulting. The manager will be responsible for responding to inquiries and developing relationships within the industry including top executives and marketing managers within semiconductor and OEM accounts along with investment banking analysts and the press. The ideal candidate will have 6+ years of strong writing and analytical skills, proficiency in the use of Microsoft Excel, and experience in delivering custom research. A bachelor's degree is required and an MBA is preferred. In addition to a positive attitude and great interpersonal skills, candidates with working experience in the networking, telecom and storage system industry will be preferred. Some travel is expected.

Location: San Mateo, CA

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Application Development and Deployment (IDC)

The Application Development and Deployment Research Group is looking for a dynamic individual who is knowledgeable about software products that support the software development lifecycle to assume a Research Director position for its Application Lifecycle Management Program. Key functional areas of focus include IT Lifecycle Management, software quality, software configuration management, requirements management, and application performance management. This individual will be responsible for driving all program research, customer support, business development, and strategic consulting. The candidate will have 20+ years of software industry experience, a strong technical and marketing background, and feel comfortable providing strategic consulting to C-level executives. Accomplished primary research and writing skills are assumed. Advanced degrees are recommended. This position is based IDC's Framingham MA or Mountain View CA office. Requires 20% travel nationally/ internationally.

Location: Framingham, MA

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Research Analyst, Compliance (IDC)

IDC's Information Management for Compliance Program is seeking a Sr. Research Analyst. The Analyst will play a lead role in the program in all aspects of research, consulting and multi-client activities. IDC's Information Management for Compliance service provides a cross-disciplinary solutions view of the enabling technologies and services being brought together to manage unstructured information for compliance and support compliance-related IT processes such as record retention and archival, privacy and controlled access, and legal discovery. Responsibilities include gathering and analyzing data from demand side and vendor surveys, writing research publications and maintaining publication deadlines, developing market forecast and market revenue reports, supporting client inquiries and briefings, working with clients on tactical and strategic planning, participating in and leading consulting engagements, presenting research and insight at industry events and in front of clients, working with sales and marketing to communicate and promote the information management for compliance programs, manage the programs financials. We are seeking analysts with an understanding of the regulatory landscape, including US and worldwide regulations and internal corporate governance initiatives. In addition, knowledge of litigation legal discovery business process and supporting technologies and services offering as well as working knowledge of various types of technology including storage, security, content technologies, databases, IT infrastructure/architecture is helpful. The specific analyst skills we are seeking include the ability to synthesize diverse concepts from a variety of disciplines and research areas in order to draw conclusions and provide insightful analysis, excellent written and oral communication skills, with the ability to articulate abstract ideas, strong presentation skills, and the ability to develop business, drive the strategic future of the program and identify future business opportunities for IDC. Bachelor's degree required. Candidates with a law degree are encouraged to apply. The position is based in IDC's Framingham, MA office.

Location: Framingham, MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Product Manager (IFW)
InfoWorld is seeking an experienced candidate to manage and develop the site's online IT Product Guide. InfoWorld's Product Guide is the leading IT product research tool with over 3,000 products including Test Center reviews, specs, company data, buying data, user reviews, comparison tools, search functions, blogs, rss feeds, etc. InfoWorld is expanding the Product Guide with additional product data, new functionality and more partner services. The Product Manager will define product requirements and business objectives including content, design, technology, revenue streams, marketing and sales strategies, competitive analysis and business development. Responsibilities will include: leading implementation; monitoring the product's effectiveness and managing product evolution and growth; developing business relationships with third-party companies for technologies, applications and content; and managing cross-functional teams (editorial, marketing, IT, design, and sales) during product development lifecycle. The ideal candidate will have 3-5 years of Internet experience with responsibilities that directly impacted revenue or product. S/he must possess excellent product and project management skills, an understanding of the needs of the audience, and the ability to direct all aspects of a multifaceted online project. Strong organizational and people-management skills are required, as well as a solid knowledge of Web-based business tools/technologies. Please include cover letter and salary requirements, and reference "IFW Product Manager" in the subject line when applying.
Location: San Francisco, CA
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Regional Ad Director (NWI)
We are seeking a dynamic, sales rep with 5+ years of outside media sales experience to sell advertising products for Network World, Inc. Person selected will be responsible for creating new business opportunities for print, online, custom programs and events while maintaining and growing current customer revenue. This position requires a creative, self-starting, highly motivated, organized multi-tasker who thrives on achieving results. The ideal Candidate will have a proven track record of top performance in online media/advertising sales and creating new business opportunities while maintaining and increasing current customer revenue. Must have the ability to complete the sales cycle from inception to completion. Must be a strong closer. Other responsibilities include prospecting, developing client relationships, preparing proposals and effective use of the sales database. This position requires the confidence and credibility to work effectively with all customer levels - from small to Fortune 500, and effectively partner and collaborate with internal teams. ***Location: Paramus, NJ***
Contact: P. Duarte, Fax: 508-490-6454, Email: careers@nww.com

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, vice president, corporate taxes; and Alana Jones, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office, CEO's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Travel
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by July 1, 2005.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: _____

Title: _____

Department: _____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: _____ Date: _____

Title: _____

ALL nominations must be submitted by July 1, 2005. Send nominations to Lucy Sheehan, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

profile

spotlight on...

IDG Netherlands gains from ties to world's largest computer club

IDG Netherlands at-a-glance

Founded 1983

URL www.idg.nl

Managing Director Raimon Gort

First publication *Computerworld Netherlands*

Most recent publication *Play* (launched Dec. 2004, as part of the Digital World product line)

Number of employees 83, with up to 40 freelance writers

Longest-serving employee Carel Schrama, IDG Netherlands controller (joined 1990).

Newest employee Wouter Diemer, *Tips&Trucs*, editor (April 2005)

Given that the Dutch market is the home ground of IDG's chief European competitor VNU, IDG Netherlands faces a constant battle for market share in both circulation and ad pages. However, according to IDG Netherlands Managing Director **Raimon Gort**, IDG is considered the market leader, by far, in the field of PC publishing, with IDG's Computer! Totaal (the local PC World equivalent) and Tips & Trucs (a PC "tips and tricks" monthly) at No. 1 and No. 3, respectively, in the market. Tips & Trucs' paid circulation has grown for eight quarters in a row.

*IDG Netherlands' online staff (l-r): Online Coordinator **Jochem Kossen**, Interface Designer **Sander van de Graaf**, and Illustrators **Roan Hahn** and **Michel Pouwels**.*

*IDG Netherlands' e-newsletters staff (l-r): Editor **Edwin Feldmann**, Project Editor **Wilbert de Vries**, Editor **Maarten Reijnders**, Project Editor **Laurens Verhagen**, and Editor **Jeroen Doorn**.*

One element that has been a great asset for IDG Netherlands is its relationship with the country's influential Hobby Computer Club (HCC), considered the world's largest computer club with 203,000 members. Since 1992, IDG Netherlands has worked closely with the group to organize HCC Days, the Netherlands' biggest consumer IT show, an annual three-day event in November. IDG Netherlands also provides advice and input for the show's in-depth seminars and training courses. The relationship between HCC and IDG is quite unique, Gort said. "This alliance means that all members of HCC become subscribers of an IDG Netherlands magazine and that all subscribers become HCC members. This has proven to be very successful for both parties."

*IDG Netherlands' marketing department (l-r): **Rob Koghee**, marketing director; **Andrea Mone**, circulation manager, **GamePro**, PCZone; **Gabriella Meijnckens**, circulation manager, ComputerPartner/InfoWorld; **Marjolein Valk**, circulation manager, Computer!Totaal/ZOOM); and **Belinda Samuels**, circulation manager Tips&Trucs/Play.*

What also makes IDG distinctive in the market is the freedom to tailor-make one's job, Gort said. "Although we give instruction on how to do things, we try to give all members of the staff as much freedom as possible so they can work in the way they think is best for them. We want to create an environment in which people feel free and secure to deliver their best creative achievements." WU

More online

In response to feedback from our recent reader survey, the editors of IDG World Update will be including spotlights of various IDG business units around the world both within the pages of IDG World Update and on IDG Central.

For more information about IDG Netherlands, see this profile on IDG Central. Past profiles are in the "Browse Features" link on the home page.

Publications

Computer!Totaal
www.computertotaal.nl
Paid circulation: 210,4990, 11 times a year (plus four special issues)

Tips & Trucs
www.tipwereld.nl
Paid circulation: 65,038, 11 times a year (plus four specials)

ZOOM
www.zoommagazine.nl
Paid circulation: 15,671, six times a year

GamePro
www.gamepro.nl or www.gamez.nl
Paid circulation: 17,682, 11 times a year

PC Zone
www.pczone.nl or www.gamez.nl
Paid circulation: 14,475, 11 times a year

Play
www.playmagazine.nl
Circulation: Initial print run of 60,000
Paid circulation first issue: 21,212

ComputerPartner
www.computerpartner.nl
Controlled Circulation: 8,464, 22 times a year

E-newsletters

www.webwereld.nl: A daily information and communications technology site and market leader since its launch in 1996

www.infoworld.nl: A daily information and communications technology management site

www.gamez.nl: A daily gaming site

www.computertotaal: A weekly newsletter about IT news, tips, tricks and products

Events

IDG Netherlands runs an annual ComputerPartner Convention, which is managed by the editorial team of *ComputerPartner* under the guidance of Editor-in-chief **Marcel Roozeboom**. IDG Netherlands also works closely together with the country's Hobby Computer Club in organizing the HCC Days, the Netherlands' biggest consumer IT show.

noteworthy people

New employees

PETER SHORT
Ruscica

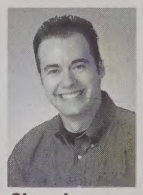
John Ruscica is Life Science Insights' new senior account executive, a title he also held at his previous job with The META Group. John will be working out of his home office in New Jersey. He earned a B.S. in business administration and marketing from Bryant College in Smithfield, R.I., and an M.B.A. in management and international business from New York University. Away from the office he enjoys tournament slalom waterskiing and road cycling. *jruscica@idc.com*

ERIC CORMIER
Duarte

Patricia Duarte is Network World's new human resources director. She was previously founder and president of Decision Insight, Inc., a human resources outsourcing firm she created "on a shoestring budget; what I learned from the experience has provided me an invaluable perspective." She also spent 15 years in corporate human resources and management at companies such as Silicon Graphics and eBusiness Technologies. She holds a B.A. from the University of Cincinnati School of Arts and Sciences and has done graduate work in business at the University of Cincinnati and the College of St. Thomas in Minneapolis. She enjoys activities with family and friends and "working with interesting people on community projects." *pduarte@nww.com*

Computerworld has hired **Jessica Bibeau** as a sales associate. A recent college graduate, she holds a B.S. in marketing from Salve Regina University in Newport, R.I. In her free time she enjoys various sports and traveling. *jessica_bibeau@computerworld.com*

Transfers


Slawsby

With IDC Framingham since 2000, Senior Analyst, Mobile Devices, **Alex Slawsby** is now an analyst with IDG Ventures Boston, mapping and qualifying wireless and general technology investment leads and opportunities. He graduated from Brown University in Providence, R.I., with a B.A. in political science. He does volunteer work at both Brown and his Dedham, Mass., high school and enjoys watching sports, video gaming, canoeing and photography. *aslawsby@idgventures.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Classified ads include cottage in France

All employees are welcome to post ads on www.idgcentral.com's classified section, such as this updated listing:

Quiet old farmhouse near the village of Ormes, completely renovated, with TV, CD-, DVD-player, radio, washing machine, 2 baths, big kitchen, living room, 2 large bedrooms, big garden, barbecue, nice sunsets. In the heart of the French wine region Burgundy.

2 hrs TGV train to Paris, 90 km to Lyon airport, 30 km to Chalon-sur-Saône, Macon, Louhans. Boating, golf, horse riding, biking, etc. Weekly rate: 400 euros (US$507) for max. 6 guests. Companion animals welcome. For more information go to http://gite-du-chateau.0catch.com or write to corinne.schmidt@computerworld.ch.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Don Best *IDC*

19
Patrick Kenealy *IDG*

18
Mary Musgrave *IDC*
Michael Deutsch *IDC*

17
Bruce Buckman *IDG New Zealand*
Vicki Peilen *PC World*
Anthoula Andrisani *IT World Canada*

15
Margaret McAvenia *IDG*
Mandy Tse-Wong *IDG*
Adele Lee *IDC*
Gigi Wang *IDC*

14
Paula DeMeo *IDG*
Randy Ross *PC World*
Trace Weatherford *IDC*

12
Brian Fuce *CXO Media*
Steve Martin *InfoWorld*
José Laco *IDC U.K.*

11
Jim Sullivan *IDG Intl. Publishing Services*
Elisabeth Rainge *IDC*

10
Karen Smalarz *IDG*
Nancy Koral *IDG Research Services*
Michael Hall *IDG*

9
Albie Minkovitz *IDG Research Services*
Tom Wailgum *CXO Media*
Ann Hall *IDG Australia*
Kate Ward *IDG New Zealand*
Julie Kaufman *IT World Canada*
Jim Westcott *IT World Canada*

8
Avneesh Saxena *IDC Hong Kong*
Toby Hurlstone *IDG U.K.*

7
Robert O'Donnell *IDC*
Esther Lee *IDG Singapore*

6
Amy Scott *IDG World Expo*
Jessica Taylor *IDG World Expo*
Richard Green *IDG List Services*
Karen Hulsbos *IDG Australia*
Jonathan Guloyan *IDC*
Ludmila Kozina *IDC*
Marc Lowell *IDC*
Denise Watzema *IDG Netherlands*

5
Elizabeth McMahon *IDG World Expo*
Pedro Villafane *IDG*
Carla Arend *IDC Nordic*
Sharon Patrick *PC World*
Diego Aguirre *PC World*
Jennifer Werner *Mac Publishing*
Scott Saunders *IDC*
Maiko Takahashi *IDG Japan*
Erik Junesjö *IDG Sweden*
Will Head *PC Advisor*

4
Jennifer Duffin *IDG World Expo*
Terese Patterson *IDG*
Jeffrey Kearns *IDG*
Leigh Mills *IDG*
Beth DeVillez *CXO Media*
Tony Leung *PC World*
Jesus-Antonio Arroyo *IDC*
Andreas Auer *IDG Germany*

3
Chip Hazard *IDG Ventures Boston*
Jon Udell *InfoWorld*

2
Maureen Coughlan *IDC*
Inger Braae *IDG Denmark*

1
Anjali Chawla *IDG World Expo*
Narasu Rebbapragada *PC World*
John Buttress *IDC*
Xiao-Fei Zhang *IDC*
Jakub Stolarski *IDC*

celebrating 10!

Name
Wim Gijse

Home
Uithoorn, The Netherlands

Joined IDG Netherlands
February 1994 as a database administrator.

Current job
As the ICT manager, I optimize and sometimes change working processes.

Best part of your job
Finding things that need to be changed.

Most unusual project at work?
The data conversion from our local currency to the European euro for all our databases (ad sales, paid circulation, etc.) Each database has multiple tables, and those tables contain fields with various monetary values. (Just for fun I ran a program that converted the value of all those currency fields — the total amount was more than 1 billion euros!)

What's kept you at IDG for 10 years?
It's impossible to fall asleep at work.

Best way someone could compliment you on your work
Smile and be happy.

Best piece of advice you've ever received?
It's meaningless to make rules without sanctions for offenders.

Outside interests
Having dinner in good company, holidays and taking walks.

Family
My wife Renate and our hairbag baby Zoë (a cat).

What's the most rewarding thing you've ever done, in the office or outside?
Getting married during our holiday on Isla Margarita, Venezuela.

Wim Gijse *celebrated his 10th anniversary with IDG Netherlands as the guest of IDG Chairman* ***Pat McGovern*** *at a dinner at La Rive in Amersterdam's Amstel Hotel.*

What ability do you wish you had that you don't have?
I'd like to speak the local language in every country we visit. It's a pity I only have mathematical skills.

What is the last good deed you did?
Donated a lot of money to help the victims of the tsunami.

Retirement dreams?
Good health, living in the countryside on a hillside farm in a warm climate and enjoying the local wines and spices.

Manager's profile
"Wim is the kind of man you like to have in your ICT department: thorough and patient. Wim has seen a lot of changes coming by his desk in the last couple of years, both in terms of industry developments and personnel changes. At first he was responsible for programming all our database tools, later on he became responsible for the entire ICT systems department. Wim has an excellent track record in solving issues by programming special and specific tools, whether it is for our marketing department, which had a problem with the controlled circulation database, or for our financial department, which he helped by connecting different sorts of programs with specially made tools."

— Raimon Gort, managing director, IDG Netherlands

Coming up

CIO Indochina Conference & Awards
An IDG World Expo Asia event
May 29
Hanoi, Vietnam
www.idg.com.vn
cio@idg.com.vn

Computerwoche Executive Forum
May 29-30
Rottach-Egern
Germany
Contact: Gerhard Holzwart
gholzwart@computerwoche.de

German Chinese IT Summit
June 1-2
Munich
Germany
Contact: Gerhard Holzwart
gholzwart@computerwoche.de

Business Intelligence and Business Process Forum East
June 7
Cambridge, Mass.
www.idc.com

Computerworld Mobile & Wireless World
June 13-15
Scottsdale, Ariz.
www.mwwusa.com
john_amato@computerworld.com

IDC RIFD Update
June 14
Boston
www.idc.com/rfid05

CIO Canada Outsourcing Summit
June 15
Toronto, Ontario
www.itworldcanada.com

More events on www.idgcentral.com

off line for fun

Quick poll: Customer service

IDG World Update recently surveyed a random sample of employees to ask what they've done to keep their customers happy.

Mum's the word

IDG WORLD UPDATE
Langer

I had a customer who could not join us for an evening event because his mother was visiting; we simply asked her to come along. Actually she was a delightful addition to the evening, and they have just renewed for 2005.

— ***Alicia Langer**, senior account manager, PC World*

Scrum!

I once agreed to play rugby for a client's rugby team to secure an ad contract.

— ***Ben Gibb**, general mangaer/unlimited, IDG New Zealand*

Play ball!

KEVIN BURNS
Horn

Last summer, I found out that [CW Director of Online Sales] **Sean Weglage** and several of his associates were closing a contract with a valuable client in St Louis. Sean had mentioned that they had purchased a suite for one of the St. Louis Cardinals game. My stepbrother-in-law happens to be pitcher Woody Williams (then with the Cardinals, now playing with the San Diego Padres). I contacted my dad in Houston to see if he thought Woody might be willing to arrange something small but nice, maybe a visit to the suite or an autographed ball to give to the lead account person. My dad said he'd pass the message along to Woody. The following week, after the game, I found out that Woody had 16 autographed balls sent to Sean in the second inning. A majority were autographed by Woody, but several others were autographed by other Cardinal players, such as Jim Edmonds. Sean said that the autographed baseballs were a big hit and a lot of fun.

(You can imagine my dilemma when it came to the World Series this past October! Woody was the opening pitcher for St. Louis in Game 1. The outcome was Red Sox 11, Cardinals 9.)

— ***Laurie Horn**, operations supervisor, IDG Corporate Travel*

Postcards from the edge

IDG WORLD UPDATE
Morey

When I was at InfoWorld a few years ago I took a month off to backpack around Africa. While I was there I sent postcards to most of my clients. They loved it. It added a real personal element to our relationships and gave us something to talk about other than work. I even sent cards to my toughest prospects joking that if they needed me they would have to go to the Dark Continent to find me. It helped break the ice on a few of those as well. Who doesn't love to get a postcard from an exotic place?

— ***Clark Morey**, international online account manager, IDG Global Solutions, U.S.*

The plane to Spain

Flueckiger

I decided last December not to give to my top clients the usual wine or champagne but to surprise them with something special. So we bought some plane tickets from a discount (but comfortable) airline company and gave them those gifts as a Christmas presents. So far so good...but just recently I heard from another major client, who told me how stressed he's been at work trying to solve a lot of problems with very little staff support due to layoffs, and how his wife wasn't happy at all with that situation. He said his bosses were aware of what he was dealing with but didn't think a short-term solution was possible. So I called his senior manager directly, made an appointment and had a discussion about that poor employee of his. We together created a gift certificate, saying that the company is giving him — due to his outstanding work — two days of additional vacation. After that I called my client's wife about my plan, and she mentioned that the couple had never been to Barcelona. So two weeks ago on a Friday morning, I drove to their house, picked her up, then we both went to his office. I drove them to the airport, gave them the gift certificates and put them on a lunchtime flight to Barcelona for a long weekend.

Both were so happy. They sent me a postcard saying that they'll never forget that and that the trip was like their second honeymoon.

— ***Urs Flueckiger**, international sales director, IDG Switzerland*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Ben Barbante *InfoWorld*
Annemarie Lootsma *IDG Netherlands*
Rick Sheehy *CXO Media*
Michael Shirer *IDC*
Cindi Sparrow *IDC*
Nancy Suess *InfoWorld*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Bio-IT World Expo shines spotlight on life science market

IDG World Expo's Bio-IT World Conference & Expo came to Boston earlier this month for the fifth consecutive year, drawing pharamceutical, biotechnology, academic, government and life science professionals who came to learn how technology tools for the life sciences can drive efficiencies, create opportunities and increase profitability within their organizations. "It was a great crowd," said Event Director **Elizabeth McMahon**. "More than 90 exhibiting companies — an increase of approximately 19% over last year — participated, and paid conference attendance was also up roughly 15% from 2004."

Life Science Insights, one of IDC's vertical-market companies, hosted the opening night networking reception that brought highly qualified conference attendees to the show floor. The three-day agenda included close to 80 conference sessions and workshops featuring internationally recognized speakers from all life science market segments. The one-day

GARY GOODMAN

*(L-R): Life Science Insights COO & Managing Director **Brock Reeve**, keynote speaker **Tim Berners-Lee**, director, World Wide Web Consortium and IDG Chairman **Pat McGovern** at this month's Bio-IT World Conference & Expo.*

Venture Forum, hosted by IDG Ventures and Ernst & Young, played to a packed audience of more than

continued on page 4

Inside this issue

Computerworld Venezuela turns 20 *page 2*

PC World leads as most widely read computer, business publication *page 2*

IDC honors top U.S. sales staff *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

IDG's Finnish licensee launches awards program to honor accomplishments of CIOs *page 4*

Cartoon caption contest winner announced *page 8*

IDG teams with Reed to bring TWICE to China

IDG China and Reed Business Information have teamed up in another joint venture agreement, launching the bi-weekly trade newspaper TWICE China for the consumer electronics industry. The publication has a circulation of 20,000 and targets suppliers, distributors, dealers, regional agents and wholesalers of consumer electronics products. The first issue had 84 pages, with subsequent issues expected to have about 56 pages.

Reed's TWICE publication in the U.S. — TWICE stands for "This Week in Consumer Electronics" — has been published for 19 years and has an ad revenue market share of 76%. It is a major media sponsor of CES, the world's largest consumer electronics show. TWICE China will include some translated articles and provide its sister publication with content about consumer electronics trends in China.

"China has become the production base of the global consumer electronics industry," said IDG China President & CEO **Hugo Shong**. "Given the increasingly rapid adoption of gaming devices, PDAs, digital TVs, digital multimedia centers and related products, it will also soon consume more of these products than any other country in the world." IDC estimates that the size of the consumer electronics market in China could reach US$100 billion by 2008, a broad-based figure that includes basic TVs and telephones as well as products with information processing functions.

IDG and Reed currently produce more than a dozen publications together in China, primarily electronics titles but also Interior Design China, and VARIETY China (see box).

The publication debuted at a new IDG event, the China Fortune Forum on Consumer Electronics on May 16 in Beijing, which drew 200 attendees and focused on forecasts for the industry.

Anny Guo, who is executive publisher of IDG's Computer Partner World in China, will also serve as publisher of TWICE China. *guoxj@cpw.com.cn.* wu

TWICE joins growing lineup of IDG/Reed offerings in China

Publications produced in China under the IDG/Reed joint venture include:

Electronic Design News China, Electronic Manufacturing China, Semiconductor, Semiconductor International China, Design News China, Control Engineering China, Manufacturing Business Technology China, Packaging Digest China, Interior Design China, VARIETY China, Electronic Component News China, Electronics Business China.

in brief newsworthy

Computerworld Venezuela turns 20

*Four of the five members of the Computerworld Venezuela team (l-r): **Giorgio Baron** (translator and reporter), **Judith García** (administration), **Clelia Santanbrogio** (chief journalist) and **Peter Cernik**.*

Computerworld Venezuela turned 20 last month and celebrated with an anniversary issue that featured three times the normal number of advertisements. The controlled circulation (5,000) publication has an average monthly readership of 18,000.

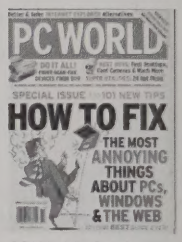
20 aniversario
COMPUTERWORLD
Venezuela

Produced by a staff of just five, with additional copy and layout work provided by several freelancers, Computerworld Venezuela is the country's leading IT-focused publication and faces competition from four other titles (down from 14 seven years ago) as well as two monthly magazines.

According to Country Manager **Peter Cernik**, the Venezuelan IT market was hard hit by both the global recession and the political turmoil which culminated in a two-month national strike that froze the country's economy between December 2002 and February 2003. In 2003, the IT market was valued at approximately US$600 million, down from approximately US$1.7 billion five years earlier. In 2004, the value grew to almost US$900 million and "we are looking at an approximate increase of 11%" this year. Cernik said IDC estimates that the market will remain below US$1.2 billion by 2008.

Contact Peter Cernik at director@computerworld.net.ve. WU

Survey shows PCW is most widely read technology title in the U.S.


PC WORLD
SPECIAL ISSUE
HOW TO FIX
THE MOST ANNOYING THINGS ABOUT PCs, WINDOWS & THE WEB

PC World's October 2004 issue was one of its highest newsstand sellers.

The plaudits for PC World just keep coming. Last month the San Francisco-based monthly won a Maggie Award for Best Computer Magazine in the Consumer category, coming on the heels of PCworld.com winning its second consecutive Neal Award for Best Web Site earlier this year. Last week in MediaMark Research, Inc.'s (MRI) Spring 2005 survey of American consumers PC World saw an 18% growth in average issue audience (AIA) year over year. The AIA of its nearest competitor, PC Magazine, grew only 2.9%, and MRI results show that PCW reaches nearly 90,000 more readers than PC Magazine. PCW handily bested Forbes, Business Week and Fortune as well.

"For over two decades, PC World has stayed true to its mission — providing technology advice buyers can trust," said President & CEO **Jeff Edman**. "The results of this study confirm that we've got it right."

PCW also easily outranked its computer and business magazine competition in MRI's affinity measures of number of issues read, mean reading days and minutes and mean page exposure, numbers critical to advertisers that are looking for increased time spent with a magazine. "MRI confirms that an ad in PC World will reach more people than one in any other business or computer publication," Edman said.

"These statistics should assure marketers of maximum value from their PC World investment," said **Wayne Silverman**, PCW VP/publisher. "PC World's quality editorial and 100% paid circulation are responsible for these outstanding reader affinity numbers."

*For more information contact PC World Senior Marketing Communications Specialist **Heidi Tanaka** at heidi_tanaka@pcworld.com.* WU

IDC honors top U.S. sales staff

*IDC held its third annual Top Gun Club dinner last month in Boston to recognize those sales representatives who have consistently performed at the highest levels of achievement. This year's honorees were (back, l-r): **Jim Farley**, **Jim Nagle**, **Gary Nagle**, **Bill Casey** and **Ken Hoyt**. (Front, l-r): **Lisa Ritchie**, **Amy Maldonado**, **Pat Murphy**, **Diane Elhilow** and **Sara Fitzgerald**. Hoyt, Elhilow and Murphy are two-time winners; the others were first-time inductees.*

LL CASEY

Sign up to receive World Update as a PDF today!

To receive IDG World Update as a low-res PDF file via e-mail each week, send a request with your name, title, e-mail address and business unit to world_update@idg.com. An archive of World Update PDFs is also available on www.idgcentral.com.

one on one *the interview*

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

"Subscription-based information services about information technology are rapidly growing because IT is playing an evermore important role in our lives and that of our organizations. Subscription revenue is more predictable, more profitable and results in a higher enterprise value than advertising revenue."

Q This year you received the Lifetime Achievement Award from the Magazine Publishers Association. Does this hint of any plans for retirement?

A When the head of the MPA called to tell me that I had won their Lifetime Achievement Award this year, I told him that it was quite premature because I still had 15 years of activities on my "To Do List!" He said I had no choice in the matter! He did say that last year's winner, Hugh Hefner of Playboy magazine, had brought 12 Playboy bunnies up on stage with him to help him give his acceptance speech. He said he hoped I would be competitive. I offered to describe the 12 stages of growth of the computer industry, but he said, "No, thanks!" Instead, we prepared a lively video about IDG's history, which you can find on IDG.com.

The average life expectancy, which is now about 82 in developed countries, increases by three months each year that passes. By the end of this century, people will be routinely living to 110 or 120. Studies have shown that people's bodies are healthier, and they live longer if they continue to experience new things and learn as they grow older. When people retire and become inactive, often their health declines. So, "learning promotes longevity." I find that being chairman of IDG provides excellent opportunities for continuous learning!

Almost everything that IDG does helps provide intellectual stimulation and learning. Maybe someday IDG's information products will be classified as health care services, and our readers can have their health or life insurance companies reimburse them for their subscription to our information services!

Q How many countries have you visited to-date, and which three countries outside of the United States have you visited most often?

A I have visited 126 countries so far. There are 190 countries recognized by the United Nations, so I still have a lot of countries to go! Outside of the U.S., I have visited China, Japan, and the U.K. most often.

Q What percentage of IDG's advertising sales will come from online services vs. print in the years ahead?

A In 2004, 13% of our advertising revenue came from online services. By 2008, I believe it will be 50%. And by 2020, it will be over 80%. This reflects the fact that the users of our information are now spending more time reading things online than they are in print. I believe the total time spent using online services will continue to grow in the future, driven by people under 30 years old who typically get most of their information from online services vs. printed publications.

Q A company like IDC, which gets almost all its revenue from the users of its information, has been growing rapidly year after year at impressive profit margins. Do you see the rest of IDG's businesses focusing more on user-based revenue vs. advertising?

A Yes. Subscription-based information services about information technology are rapidly growing because IT is playing an evermore important role in our lives and that of our organizations. Subscription revenue is more predictable, more profitable and results in a higher enterprise value than advertising revenue. Thirty-five percent of IDG's revenue today is subscription-based sales of information. Our goal is to grow that percentage to 75% of our total revenue by 2020.

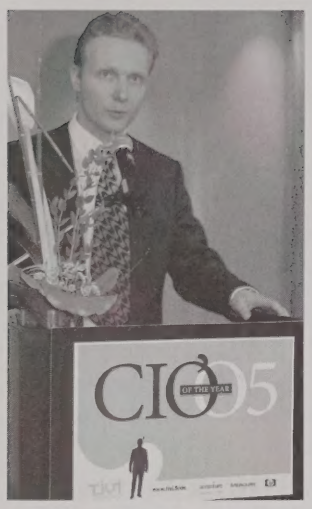
A number of our publishing business units are beginning to develop strong subscription-type revenue by establishing Executive Councils under which executives in their audience with similar job titles establish peer-to-peer problem-solving services. These Councils sponsor research and issue position papers to influence the government, academic and industry policies related to their profession. Examples are the CIO Executive Council, which has been started in the U.S., Australia and Germany and the CSO Executive Council, which is off to a very fast start in the U.S. Members typically pay an $18,000-a-year membership fee to join one of the Councils.

Print publications with paid subscribers are more profitable than those that do not charge their readers to receive their publication either by the paid subscription or single-copy sales. And more of our publishing units are beginning paid subscription services for access to key information on their Web sites, such as salary surveys, pricing information, publication archives, etc.

Also, IDG can greatly increase its revenue from the sales of information because of the development of broadband wireless, which will allow us to distribute our information to mobile devices, such as Internet- and video-enabled cell phones. The mobile device user pays a monthly subscription fee to his wireless carrier for the communications service. It is easy for the mobile device user to subscribe to an information service to be delivered to their mobile device.

continued on page 6

Finnish partner launches awards program for CIOs



***Antti Oksanen**, executive editor of Tietoviikko, said the new awards program helps the publication strengthen ties to its key reader constituency.*

Finnish CIOs are getting some well-deserved recognition thanks to a new awards program launched this month by IDG's longtime publishing partner Talentum Media. The CIO of the Year Campaign, designed to highlight the business and strategic value of IT to the organization as well as the personal leadership skills of the winners, was sponsored by Talentum's Computerworld title, Tietoviikko, in cooperation with three of its key partners: Accenture, Hewlett-Packard and Mercury.

"After the tech boom and excess IT investments in the late '90s and the subordinate role of IT under chief financial officers here in Finland during the last few years, we are now beginning to see more balance emerging between these two areas," said **Antti Oksanen**, executive editor of Tietoviikko. "The campaign highlighted newfound alignment between IT and business and helped us to strengthen our ties to our key reader constituency."

Tietoviikko used its Web site, www.tivi.fi, to gather nominations. Approximately 50 questionnaires were submitted and 10 finalists were selected to advance to the next round of judging. Following a series of "360 degree" interviews with the superiors, subordinates and colleagues of the 10 finalists, a panel of three judges including Oksanen, Tomi Dahlberg, professor of Information Sciences at Helsinki School of Economics and Business Administration; and Markku Huhta-Koivisto, a senior executive from pharmaceutical company Orion; made the final selection.

The awards were presented at a ceremony in Helsinki attended by more than 100 CIOs, CFOs and business development executives among 100 of Finland's top companies.

In addition to Tietoviikko, Talentum Media, the leading business publisher in Finland, produces a PC World title called MikroPC under license to IDG. The company publishes another nine business titles and maintains a joint business news site — www.talentum.com. Its publications have a combined readership of approximately 1 million.

For more information, contact Antti Oksanen at antti.oksanen@talentum.fi. WU

Bio-IT World

continued from page 1

GARY GOODMAN

In another new partnership and free educational opportunity for attendees, World Expo collaborated with the Mass. Biotech Council to collect more than 20 poster presentations for display on the show floor. These displays demonstrated leading research and technological innovations. Poster authors, primarily from academic institutions, talked about their research and answered questions during designated times.

150 attendees who gained a clearer understanding of where the life science research and drug discovery markets are heading, where monies are being invested, and the organizations that are positioning themselves to be the future drivers of these technological advances.

According McMahon, IDG World Expo tried a number of new approaches that successfully attracted more senior-level attendees. The team developed customized conference brochures for each of the three conference tracks that enabled them to target attendee prospects with messaging that spoke directly to their role in the life sciences. An extensive telemarketing program directed toward biotech and pharmaceutical organizations promoted group attendance. They also reached out to human resources and corporate communications departments in those organizations to post information about the event on the companies' intranets.

This year's stellar keynote lineup, which included Director, World Wide Web Consortium Tim Berners Lee and renown genomic research scientist J. Craig Venter, was also a major draw for attendees and a reflection of the event's status in the market, McMahon said.

On the exhibitor side, the show floor featured three new pavilion areas. "We worked closely with Hewlett-Packard, the Clinical Data Interchange Standards Consortium and the Oracle Life Science User Group to develop these areas, bring in new partners – eight in the HP area pavilion alone — and provide attendees with a hands-on view of the integration of technologies that can be used throughout the discovery, development and clinical trial stages," McMahon said.

Also during the event, Bio-IT World magazine and World Expo announced the annual Best of Show Awards winners. Judged by a team of Bio-IT World magazine editors, IDC and Life Science Insights staff, and industry experts, the awards recognize new products that demonstrate exceptional technology innovations across the life sciences research, discovery and clinical trials process. The four Best of Show bio-IT companies received honorary signage, an awards logo and an engraved award. They also will be featured on the Bio-IT World web site (www.bio-itworld.com) with additional coverage in the June issue. For a list of winners see this article on IDG Central.

Contact Elizabeth McMahon at elizabeth_mcmahon@idg.com. More photos from the event are with this article on IDG Central. WU

IDG

May 30, 2005

Office Services Coordinator (CSV)

IDG Central Services seeks a dependable, service-oriented individual to provide full-time mailroom services and office support functions for IDG Companies. The Office Services Coordinator will be responsible for sorting and distributing mail, express courier packages and interoffice mail; processing in and outgoing mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; providing relief reception; and performing other duties as assigned. The ideal candidate will be detail oriented, punctual, flexible, organized, and possess strong communication skills. Requirements include: a high school diploma or equivalency certificate, ability to lift 50 pounds and basic computer proficiency in email and word processing.
Location: San Francisco, CA
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Executive Programs Assistant/Specialist (CWI)

Computerworld has an exciting opportunity for an experienced individual to provide coordination of Best Practices® awards programs and assistance on CIO advisory boards, executive roundtable programs, focus groups and liaison on all Computerworld awards programs. This position requires executive level contact with IT management and their staffs as well as synergistic contact internally to coordinate with event and awards program execution. The successful candidate will have exceptional project management skills, customer service and strong communication skills (written and verbal). Strong attention to detail and a high level of professionalism with a positive and assertive personality a must. Proven PC and internet skills are essential. A Bachelor's degree and a minimum of 5 years of proven work experience in an entrepreneurial environment are required. Reporting to the Executive Vice President, Strategic Programs, this individual will also have communication and administrative responsibilities as a primary contact for all day-to-day operations.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Regional Sales Manager (CXO)

CXO Media has an exciting opportunity for a Regional Sales Manager with 5+ years of media sales experience to sell advertising products for CIO magazine. This position will be responsible for creating new business opportunities for print, online, custom programs and events while maintaining and growing current customer revenue. Candidates must be creative and strategic as well as highly organized and motivated. Strong closing skills are key. Other responsibilities include prospecting, developing client relationships, preparing proposals and effective use of the sales database. High-tech experience and senior level marketing contacts would be a plus. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required. ***Location: East Coast***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Account Executive, Executive Advisory Services (IDC)

IDC is seeking a sales professional for its Executive Advisory Services (EAS) business area. This person will be responsible for developing business of both research-based subscription advisory services and consulting services. The EAS business area provides research-based services targeted to senior marketing and sales professionals in the IT vendor community. The current service portfolio consists of the CMO (Chief Marketing Officer) Advisory and the Sales Executive Service. This position will have sales responsibilities for selling all EAS services (subscription advisory services, multi-client studies, and consulting projects) for all of the US geographic market. The successful candidate will be able to arrange meetings and make presentations on the product offerings to CMO's and VP of Sales and to other senior functional and line-of- business executives. The individual must be very knowledgeable about IT sales and marketing issues. The individual must have demonstrated proficiency in navigating through large and complex vendor organizations to form relationships with senior management. The individual must be able to identify and create research relationships with potential clients. Finally, this individual must be able to work cooperatively and productively with a team of IDC professionals including analysts, consultants, marketing staff, and other IDC sales professionals. Requirements for the position include 7-10 years of demonstrated success in a quota-carrying capacity, a strong willingness and aptitude to work collaboratively, strong writing and presentation skills, ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. This position requires significant (50% or more) travel. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Intern, Worldwide Services (IDC)

IDC's Services Research Group is seeking an Intern to research the IT Services market and populate its Contract Analysis and Performance Assessment (CAPA) program's database with up-to-the-minute IT Services contract information. The intern will be charged with collecting the latest available IT Services contract data, analyzing it for market segment, pricing and service provider information, and entering it into the CAPA database. The intern will also be asked to assist with published deliverables that are generated using CAPA data, and will respond to client inquiries, along with other members of IDC's Worldwide Services, IT Outsourcing and Utility Services, and Business Process Outsourcing research teams. The successful intern will have a strong ability to carry out web-based research and have solid communication skills, including strong writing ability. Interns should be in their 3rd or 4th year of an undergraduate program or be a recent graduate. We are seeking highly talented, highly intelligent individuals who can commit to working 18 - 20 hours per week, for at least 4-5 months to start. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Representative, Sector Major Accounts (IDC)

IDC's Sector Major Sales team is seeking an Inside Sales Representative who will be responsible for driving new sales from Sector Major Accounts prospects and existing accounts. This position will report to the Associate Vice President, Sector Sales. As a member of a collaborative team, the Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. A primary responsibility will be to begin and advance the IDC sales cycle on a high volume basis for both existing clients as well as new prospects. The individual will be responsible for identifying new opportunities and for broadening IDC's reach within existing accounts and prospects for the outside sales team. The individual will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. The quota for this position will consist primarily of new business within the Sector Account group. Requirements for the position include 2-3 years of sales experience, along with strong written, analytical, and verbal communication skills. Excellent customer service skills are essential. Strong telephone cold-calling experience is preferred. The ideal candidate will be motivated, assertive, and collaborative, as well as highly organized and a quick-thinker. Prior market research industry sales experience is helpful, but not required. This position will be based out of Framingham, MA and will require approximately 10% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Events Coordinator (IFW)

InfoWorld is seeking an energetic self-starter to join its events team. The Events Coordinator will work cross-departmentally with sales, editorial and marketing and directly with the Events Director to plan and execute InfoWorld events. Primary functions include timelines and schedules management, speakers/sponsors/attendees support, database maintenance, correspondence fulfillment, audience development communications, telemarketing support, financial tracking, onsite customer service and registration support and other duties as assigned. Requirements include excellent oral and written communication, organization and time- and project-management skills. Candidates should have prior administrative experience, a "can do" customer-service attitude and proficiency in MS Suite and email applications. Conference and events experience would be a plus. Some travel required. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Advertising Operations Manager (PCW)

PCWorld.com, the Web's trusted resource for management-level buyers and users of technology products, is seeking an Advertising Operations Manager to join its team (in its San Francisco office). Responsibilities include managing all ad placements from avails checking to final reporting, including data analysis, trafficking, fulfillment and reporting for PCWorld.com and its affiliated websites. The Ad Ops Manager will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams, as well as manage the Advertising Operations Coordinator. Candidates must have a solid background in online ad operations, including at least two years of trafficking experience. Please have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Some previous working experience with HTML and JavaScript is necessary, and experience with DART for Publishers would be a definite plus. PCWorld.com serves all forms of rich media banner advertisements, text/HTML newsletters, and unique HTML emails. Some experience with each is ideal. This position reports to the VP/Publisher of PCWorld.com. PC World offers competitive salaries, top-notch benefits and a commitment to employee training and development. Please submit cover letter, resume and salary requirement, and reference "PCW Ad Ops Manager" in the subject line when applying. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

IDG

Current Jobs, Week of May 30, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Sales	Online Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Executive Producer, Computerworld.com	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Online	Web Designer, Computerworld.com	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	Director, Event Programming, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Cust Serv	Member Services Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Prod	Production Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Regional Sales Manager	East Coast	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Central Services						
	Facilities	Office Services Coordinator	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Sales	Online Sales Manager	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Sales	Regional Sales Manager	Singapore	Alana Dros	alana_dros@idg.com	508-988-7870
InfoWorld						
	Events	Events Coordinator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Product Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
IPS						
	Edit	US Correspondent	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Mac Publishing						
	Ad Sales	Online Account Representative	Framingham MA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	Ad Sales	Regional Ad Director	Paramus NJ	Patricia Duarte	pduarte@nww.com	508-490-6478
	Edit	Copy Editor	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Admin	Executive Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Advertising Operations Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Online	Director, Online Marketing	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Event Services Coordinator	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Mktg	Audience Development Specialist	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Sales Manager	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Intern	Research Intern, Content Management	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Intern	Research Intern, Worldwide Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	IS	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	IS	Desktop Services Team Lead	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Consulting Manager, Verticals Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Semiconductors	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, WW Semiconductor, Revenue Forecast	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker Product	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Servers	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Application Development & Deployment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Content Technologies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Sector West Coast	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Inside Sales Representative	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Executive Advisory Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Intern	Research Intern, Financial Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Life Science Insights						
	Intern	Research Intern, Life Science Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137

Coming up

Business Intelligence and Business Process Forum East
June 7
The Charles Hotel
Cambridge, Mass.
www.idc.com/Bleast05

Computerworld Mobile & Wireless World
June 13-15
Hyatt Regency at Gainey Ranch
Scottsdate, Ariz.
www.mwwusa.com
john_amato@computerworld.com

IDC RIFD Update
Business Cases That Work, Supplier Mandate Field Reports and State of the Technology
June 14
Boston
www.idc.com/rfid05

CIO Canada Outsourcing Summit
June 15
Toronto Stock Exchange Conference Centre
Toronto, Ontario
www.itworldcanada.com

IDG U.S. Online Meeting
June 16-17
Boston
Contact: Morris Effron
morris_effron@idg.com

IDG European Publishing Institute
June 20-22
Hotel Pulitzer
Amsterdam
Contact: Laurie Butson
laurie_butson@idg.com

Vietnam ICT Outlook
July 5-7
Duxton Hotel
Ho Chi Minh City, Vietnam

Vietnam Computerworld Expo
July 7-10
Ho Chi Minh City International Exhibition and Convention Centre
Ho Chi Minh City, Vietnam

LinuxWorld Conference & Expo
Aug. 8-11
Moscone Center
San Francisco
www.linuxworldexpo.com

Looking for help in all the high places

Bio-IT World VP of sales **Jeffrey Hyman** hates to take no for an answer, but that's just what he'd been hearing for more than two years as he tried to get his foot in the door at Phase Forward, a market-leading electronic data capture company that is frequently covered in the pages of Bio-IT World but had yet to run a single page of advertising in the three-year-old monthly. Having learned that company CEO Robert Weiler and IDG Chairman **Pat McGovern** had a relationship that spanned 30 years back to the early 1970s when Weiler, then with McCormack & Dodge, used to buy back cover ads in Computerworld directly from McGovern, Hyman decided to take a chance and ask for help.

IDG WORLD UPDATE

*Two years of persistence pays off for Bio-IT World's **Jeffrey Hyman**, standing with **Ellen Boland** of IDG World Expo in front of the Phase Forward booth at this month's Bio-IT World Conference & Expo.*

"Pat was at our office handing out holiday cards and I mentioned the difficulty I was having getting off square one with Bob Weiler," Hyman said. "I asked him if he would feel comfortable sending him a brief note encouraging him to consider Bio-IT World. To my relief — but not surprise — he said he would be happy to."

Hyman had put together a package of information about both companies, which he handed to McGovern on the spot. True to his word, McGovern both called and sent the note to Bob Weiler and copied Hyman. Several months passed and Hyman had still gotten no closer to the sale. "I was feeling pretty frustrated," he said, "when I happened to bump into Pat at a LinuxWorld Expo. During our brief chat, I mentioned that I had never heard from Bob Weiler, but that I didn't plan to let him off the hook. That evening, recommitted, I sent another note directly to Bob Weiler and copied Pat so Bob would know I was not bluffing about keeping our chairman involved."

This time, the response was almost immediate. "Within a week, I had a meeting and ended up selling them — with expert help from IDG World Expo Sales Manager **Ellen Boland** — not only a booth, but two sponsorships at Bio-IT World 's Conference & Expo as well as a back cover in our upcoming June issue." The client is also considering placing a 4x back cover buy for the remainder of 2005. "Pat asked me to send him a copy of the ad after it ran so that he could sign and frame it for Bob, as a token of his personal gratitude for the many years of patronage Bob has afforded IDG, " Hyman said.

"During the expo, Pat made a point of speaking with me and Bio-IT World President **Alan Bergstein** about the transaction," Hyman said. "Naturally he liked the persistence, but what he emphasized is that he is here to help. He sold for many years and knows first hand that driving new business is a challenge for all brands. He said he encourages all senior managers to step forward as well when asked and do whatever they can to support the sales effort."

Noting that he would "only contact Pat again if I thought it was absolutely necessary," Hyman added, "IDG has over 40 years of consistent leadership and there are numerous other leaders and mentors within the organization. The key is to find the right one who can help you to move the needle. I don't think Pat wants to get a million calls for help, but it's comforting to know that he answers the call when it comes!" WU

Planning a vacation? Try IDG Central's classified ads

The post-it-yourself classified ad section on www.idgcentral.com has a variety of vacation rentals as well as For Sales, Services Available, and Wanted listings. Excerpts from several listings appear below.

Cape Cod cottage
Dennisport, Mass. 2 bedroom/1 bath w/inside shower; sleeps 5. Cable TV, microwave, screened porch, outside shower. Great for families! Walk to beach, ice cream parlor and fine restaurants. $850/week. Sunday to Sunday rental. Available June through September. Write to valerie_sanclemente@idg.com.

Cottage in Burgundy, France.
Farmhouse near the village of Ormes, completely renovated, with two large bedrooms, garden, barbecue, nice sunsets. 2 hrs TGV train to Paris, 90 km to Lyon airport. Medieval villages, churches, good restaurants, flea markets. Weekly rate: 400 euros (US$500) for max. 6 guests. Go to http://gite-du-chateau.0catch.com.

Island cottage near Acadia National Park, Maine
Experience island living on Great Cranberry Island, a 20-minute ferry ride from beautiful Northeast Harbor. Cozy 4 bedroom, one-bath house with washer/dryer; includes the use of a car on the island. Contact Elsa or Peter Comiskey at 508-785-0868.

noteworthy people

Promotions

Computerworld Account Executive **Deborah Crimmings** has been promoted to account manager, New England. "A five year veteran of Computerworld, Deborah has played a key role in the success of the New England territory, our Sales Team of the Year," said Executive VP, Publisher **Matt Sweeney**. "She seamlessly handles important clients, the day-to-day business of the territory and bringing in incremental revenue. This, along with the solid client relationships she's built in New England, have positioned her well for this next step." *deborah_crimmings@computerworld.com*

New employees

IDG WORLD UPDATE
Revzin

Previously chief financial officer at Halpern, Denny & Co., a Boston-based private equity firm, **Bruce Revzin** is now CFO of IDG Ventures Boston. He holds a B.S. in engineering from Tufts University in Medford, Mass., an MBA in accounting and finance from Columbia University's Graduate School of Business in New York, and a J.D. from Boston's Suffolk University Law School; he is also a member of the Massachusetts Bar and a certified public accountant. Away from the office he enjoys running, tennis, golf, reading and "watching my children play competitive tennis and swimming." *brevzin@idgventures.com*

Richmond

Christina Richmond joins IDC Framingham as research manager, PC, Peripherals and Mobile Devices Channels and Alliances. She was previously with StorageTek in Louisville, Colo., where she was a manager of marketing and communications in the Channel Marketing department. She holds a B.A. in French literature with a minor in history from Bryn Mawr College in Byrn Mawr, Pa., and enjoys reading, singing, hiking and spending time with her family and pets. *crichmond@idc.com*

IDG WORLD UPDATE
Adler

Previously in sales with Radio Shack and Gateway Computers, **Greg Adler** is now Test Center coordinator for PC World, handling shipping, receiving and inventory tracking for all Test Center products. Currently attending San Francisco State University where he is studying speech and communication, Adler enjoys online gaming and is a licensed pyrotechnician, gearing up for the summer fireworks season. *greg_adler@pcworld.com*

IDG WORLD UPDATE
Edmundson

Previously advertising coordinator at the San Francisco Business Times, **Jejelle Edmundson** joins InfoWorld as sales associate. Her educational background is "all over the board, including some art school," but she plans to return to San Francisco State University to complete a degree in comparative and world literature. Outside of the office, she is an avid flamenco fan and dancer, studies yoga and enjoys reading Eastern philosophies, as well as the French existentialists. "I also speak French, having lived in Paris a few years back, but am more of an Espanophile, really." *jejelle_edmundson@infoworld.com*

Application Developer and Support Analyst **Jason O'Leary** comes to Computerworld from his role as systems engineer with Voice Automation, Inc. He graduated from Worcester (Mass.) Polytechnic Institute with a B.S. in management information systems and enjoys baseball and softball, ballroom dance, and video games. *jason_oleary@computerworld.com*

Transfers

IDG WORLD UPDATE
Bouman

IDG Central Services Office Services Coordinator **Amber Bouman** is now PC World's editorial administrative assistant. "We can't promise her that 50-pound boxes are completely in her past," PCW Managing Editor **Kimberly Brinson** said, "because she'll likely help order and traffic big, bulky hardware products for the edit staff. But we know her extensive customer service background will help keep her smiling and upbeat no matter what she has to juggle." Before coming to IDG Bouman was the front desk agent at The Argent Hotel. She earned a B.A. in creative writing from San Francisco State University and participates in various writers workshops and poetry groups. She also enjoys dancing, competitive kickboxing, horseback riding and skateboarding. *amber_bouman@pcworld.com*

Help internationalize Noteworthy!

All IDG business units are welcome to send information about promotions, new employees, career-related external awards, speaking engagements and related news for this page. Write to world_update@idg.com.

One on one

continued from page 3

The monthly fee for the information service is added to the wireless carrier's bill, simplifying both ordering and collection. I believe that a significant share of IDG's subscription revenue will come from people receiving IDG information on their mobile devices in the years ahead.

Q **Top management at user organizations increasingly want to receive IT strategy and application advice specific to their type of business. What are we doing to respond to this trend?**

A IDC is addressing this very trend in its Insights programs. It has set up a family of IT advisory services that focus on helping senior management in specific industries learn how to achieve competitive advantage by using IT technology and applications. The first of these initiatives, Financial Insights, has been achieving exceptional success. More recently, Life Science Insights, Energy Insights, Manufacturing Insights and the soon-to-be-announced Healthcare Insights business units have been established to address this opportunity. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Francisco Zabala *IDG Spain*

19
Bob Ostrow *InfoWorld*
Martin Hingley *IDC U.K.*

14
Noboru Masuda *IDG Japan*
Maurizio Lazzaretti *IDG Italy*

13
Marlene Buschbeck-Idlachemi *IDG Germany*

11
Anne Ridyard *Digit U.K.*

10
Caryn Bousquet *IDC*

9
Steven Spingola *Mac Publishing*

8
Gabriele Dineiger *IDG Germany*
Klaus Maurer *IDG Germany*
Steven Poelking *IDC Canada*
Malgorzata Kubecka *IDG Poland*

7
Mattias Inghe *IDG Sweden*
Izabella Milke *IDG Poland*
Yukari Nakayama *IDG Japan*

6
Peter Cohen *Mac Publishing*
Verena Ottmann *IDG Germany*
Christine Vetter *IDG Germany*
Simone Bos *IDG Netherlands*
Niels Veileborg *IDG Denmark*
Rolf Fischer *IDG Switzerland*
Christina Steensboe *IDC Denmark*

5
Beverly Bernardi *Connell Communications*
Panagiotis Kolokythas *IDG Germany*
Christophe Urra *IDG Germany*
Chris Barnard *IDC Benelux*
Magdalena Kjellqvist *IDG Sweden*

4
Evan Quinn *IDC*
Stacey Tardif *Connell Communications*
Patrick Reininger *IDG Germany*
Horst Ellermann *IDG Germany*
David Wolski *IDG Germany*
Maria Luisa Melo *IDG Spain*
Hironobu Sagara *IDG Japan*
Tamae Hamaya *IDG Japan*
Diane Clarke *IT World Canada*
Melinda Manasan *IT World Canada*
Sonia Codispoti *IDG Italy*
Luisa Fanti *IDG Italy*

3
Sascha Mutschler *IDG Germany*
Christopher Hodgson *Digit*
Sandy Fong *IDG Singapore*
Kenji Higurashi *IDC Japan*
Denis Gaia *IDC Brazil*
Vibeke Hjortlund *IDG Denmark*
Sascha Zäch *IDG Switzerland*
Jan Larsen *IDC Denmark*

2
Roberto Rojas *IDC*
Benjamin Blum *IDG Germany*
Björn Olsberg *IDG Sweden*
Bo Nordlin *IDG Sweden*
Dominika Kaminska *IDG Poland*
Alayne Wong *IDC Singapore*
Vivian Ji *IDC Singapore*
Satishi Matsumoto *IDC Japan*

1
Katie Leo *IDC*
Margaret Murray *IDC*
Suzanne Newton *IDC*
Rocio Thomson *IDC*
Eleni Vorvis *IDC*
Irida Xheneti *IDC*
Arnt Kugler *IDG Germany*
Daniel Matschijewsky *IDG Germany*
Fabian Siegismund *IDG Germany*
Melissa Chau *IDC China*
Elizabeth Enriquez *IDC Mexico*
Natalie Gutierrez *IDC Colombia*

celebrating 10!

Name
Márta Rácz

Home
Budapest, Hungary

Joined IDG Hungary
March 1995 as an accountant, which I am today.

Biggest challenge
Successful monthly and year-end reconciliations.

Latest accomplishment
Managed the registration, invoices and all other administrative tasks for IDG Hungary's conferences last year.

Best compliment you've ever received on your work?
Acknowledgement from the auditors that I've done my job well.

Interests outside the office
Gardening and glass painting.

Most rewarding thing you've ever done
House construction and landscape architecture.

Favorite way to work off stress
Computer games that involve puzzles.

Dream destination
Australia

I really wish I had
Started building my own house earlier in life.

Family
My husband, Zoltán.

Five people you'd invite to a dinner party?
Mel Gibson, Sean Connery, Bill Gates, Julia Roberts and Carlos Santana.

Your idea of a perfect day alone?
Walking in a botanical garden.

***Márta Rácz** was the guest of IDG Chairman **Pat McGovern** at a dinner in Budapest celebrating her 10 years of service to the company.*

What disc is in your CD player right now?
Cher

Favorite movie of all time?
"Ghost"

What book is on your nightstand?
The Holy Bible.

As a child , what did you want to be when you grew up?
A teacher.

What is your favorite thing to do that doesn't cost any money?
Walking in the woods or seaside.

Favorite vacation spot?
Crete

Retirement dreams?
Drinking cocktails by my own swimming pool.

Manager's profile
"Márta is the member of our accounting department people can always count on, and she does her job very accurately. Márta has close connections with her colleagues, and she is always very helpful."

— Judit Fülöp, director/accounting department and manager/human resources, IDG Hungary

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **David Reinsel** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sport safes.

Honorable mentions

"I'm trying to let them know I'm serious about smoking out the bad code before we go to beta."
Ian Lamont *Computerworld*

"I said, 'Let's start blogging' — not smogging!"
Martha Connors *Computerworld*

"Louis, I'm telling you — you can keep cranking the smoke machine and pipe in all the Foghat music you want, but no way will the women in marketing become programmer groupies."
Buster Paris *Network World*

"We have so much to do before we launch our site that instead of giving smoke breaks, I just pump in the smoke."
John Gomez *IDG Entertainment*

"We've found if we occasionally pump some fresh spring air down here in the basement, we can keep the programmers working for weeks on end."
Kevin Ford *IDG*

"This will get rid of those pesky computer viruses!"
Lewis Ward *IDC*

"Walter, are you sure that fumigator can kill all the e-mail bugs?"
Hey-Sung Han *IDC*

"Once again, Frank went overboard on the annual sales theme, "Smokin' the competition."
David Reinsel *IDC*

"Without this pizza smell generator system, our programming staff wouldn't think to take a lunch break."
Thierry Parisot *IDG France*

Rich Tennant's original

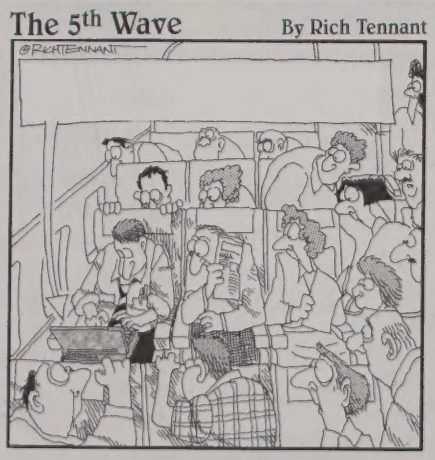
"One of the first things you want to do before installing NT Server is fog the users to keep them calm during the procedure."

New captions due by June 27

Create a brief caption for the cartoon below and send it to *IDG World Update* by June 27.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*.

Send your creations to world_update@idg.com or fax them to 617-423-0712.



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Agnes Hejjas *IDG Hungary*
Karen Ren *IDG China*
Ruth Sager *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG World Expo event focuses on content syndication

Syndicāte draws bigger-than-expected crowd; second event set for December

Looking to capitalize on the momentum generated by its newest event, held May 17-18 in New York City, IDG World Expo announced that Syndicāte, a first-of-its-kind B2B conference focused on emerging trends and technologies in content syndication, will be expanded to include a West Coast version in December.

HOWIE SHOLKIN

*Computerworld President & CEO **Bob Carrigan** (second from right), who opened the conference, talks with (l-r): VP, General Manager, InfoWorld.com **Matt McAlister**, Network World VP Online **Kevin Normandeau**, and Mac Publishing Associate Publisher/Online **Doug Detlefsen**.*

"We're extremely pleased by the success of this first-time event," said **Shelley Ballarino**, event director, IDG World Expo, which partnered with FuelDog Events to develop the conference. "Clearly this is the right topic at the right time. Content syndication is a rapidly evolving technology trend with huge business implications for the way content is sold and made profitable on the Web. We designed Syndicāte as a forum for senior publishing executives and corporate marketing professionals to learn more about these emerging tool and technologies, such as RSS, and how they will fundamentally change the way of doing business and reaching customers."

"We completely surpassed our overall attendance expectations," said Ballarino, noting that the crowd of 350 was approximately 100 more than had been anticipated. "We had a great mix of industry gurus and high-level executives. We're thrilled many of the participating companies and sponsors used our forum for product announcements. And, our goal is to have this event continue to serve as a venue where strategic business relationships are built."

The conference featured more than 70 speakers who participated in the keynotes, feature presentations and panel discussions and represented orga-

continued on page 5

CRM tool boosts integrated sales effort at Computerworld

Computerworld's salespeople — whether they work in the print, online or events group — now have one central sales and client database instead of each division maintaining its own. With the rollout of Salesforce.com's customer relationship management (CRM) software last month, the CW sales teams can now manage their customer information and interactions and record leads, call reports, contact information, quota tracking and forecasts in real time and from their office or the road.

"We did not have one single repository of sales calls made for print, online and events," said Sales Business Manager **Laureen Austermann**. "We were chasing e-mail trails that were immediately outdated and wanted a vendor who could provide one common tracking and management system that would work on the Lotus Notes platform." With the Salesforce program all the sales teams share the same information, she said, noting that the "completely open system" allows for improved communi-

BILL RIGBY

*(L-R) Director of Marketing **Matt Duffy**, Sales Business Manager **Laureen Austermann**, VP, Online Sales **Gregg Pinsky**; Sales Program Specialist **Colin Longval**; and Director, Sponsorship Sales, **Ann Harris**.*

cation, better collaboration and "ultimately more integrated sales."

Austermann led a task force made up of **Ann Har-**

continued on page 5

Inside this issue

IDG Poland teams with daily paper to expand online advertising options *page 2*

April publication profit margin report *page 2*

One on one: IDG Sweden General Manager Bengt Marnfeldt *page 3*

Managers focus on expanded business opportunites at GMI *page 4*

Celebrating 10: IDG Poland's Grazyna Skibniewska and IDG Netherlands' Gabriella Meijnckens *pages 7, 8*

in brief newsworthy

Full publication profit margin report for April available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of the company's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. Below is a partial list for April.

CW/IW publications
1. Computerworld Singapore
2. Computerworld Bulgaria
3. Computerworld Brazil
4. Computer Sweden
5. China Computerworld

PC World publications
1. Mikrodatorn (Sweden)
2. PC for Alla (Sweden)
3. PC World Bulgaria
4. Computer Totaal (Netherlands)
5. New Zealand PC World

Macworld publications
1. Macworld Espana (Spain)
2. MacWorld (Sweden)
3. Macworld (U.S.)
4. Macwelt (Germany)
5. Macworld (U.K.)

Networking publications
1. China Network World
2. Networld (Poland)
3. China Telecom World
4. Nettverk & Kommunikation (Norway)
5. Natverk & Kommunikation (Sweden)

Reseller publications
1. IT-Branschen (Sweden)
2. Australian Reseller News
3. IT-Bransjen (Norway)
4. New Zealand Reseller News
5. Computer Partner (Germany)

Games publications
1. GamePro (Germany)
2. GameStar (Germany)
3. GamePro (U.S.)
4. GameStar (Hungary)
5. Australian GamePro

CIO publications
1. China CEO & CIO
2. CIO Japan
3. CIO Sweden
4. CIO Singapore
5. CIO Australia

IDG Poland teams with daily paper to expand online advertising options

IDG Poland has teamed up with Poland's largest media company and publisher of the country's leading daily newspaper, Gazeta Wyborcza, to offer online advertisers a unique opportunity to reach more than 45% of the country's Internet users.

IDG Poland and Agora S.A. have created a group of online packages that will have customers' ads running on all of IDG Poland's Web sites as well as Gazeta.pl. Specialty packages aimed at various sub-groups such as hobbyists, communities, senior management and IT can be purchased to run advertising on selected IDG sites and certain sections of Gazeta.pl.

IDG Poland's normal online rates are considerably higher than those of Gazeta.pl. The low-cost packages are designed to appeal to a much broader audience than typically advertises on IDG Poland sites. "Most non-IT online advertisers in Poland want to have huge reach to Internet users at the lowest possible cost," said **Michal Kreczmar**, online publisher at IDG Poland. "With these packages, we are looking to broaden our online advertising base by attracting non-endemic advertisers to our sites at an attractive price."

The two companies are using a single adserver — AdOcean from Gemius S.A. — that will aggregate the Web statistics for both companies' sites.

The packages are being sold by both companies' sales teams and revenues will be split evenly between the two. Kreczmar said they are readying a presentation to take to clients that may not have attended the public announcement of this new program at Agora's corporate headquarters last month.

For more information, contact Michal Kreczmar at michal_kreczmar@idg.com.pl.

Coming up

Business Intelligence and Business Process Forum East
June 7
The Charles Hotel
Cambridge, Mass.
www.idc.com/Bleast05

Computerworld Mobile & Wireless World
June 13-15
Hyatt Regency at Gainey Ranch
Scottsdate, Ariz.
www.mwwusa.com
john_amato@computerworld.com

IDC RIFD Update
June 14
Sheraton Boston Hotel
Boston
www.idc.com/rfid05

CIO Canada Outsourcing Summit
June 15
Toronto Stock Exchange Conference Centre
Toronto, Ontario
www.itworldcanada.com

IDG U.S. Online Meeting
June 16-17
Boston
Contact: Morris Effron
morris_effron@idg.com

IDG European Publishing Institute
June 20-22
Hotel Pulitzer
Amsterdam
Contact: Laurie Butson
laurie_butson@idg.com

Business Performance Management and Business Intelligence Conference
June 29
Radisson SAS Portman Hotel
London
www.idc.com

Vietnam ICT Outlook
July 5-7
Duxton Hotel
Ho Chi Minh City
Vietnam

Vietnam Computerworld Expo
July 7-10
Ho Chi Minh City International Exhibition and Convention Centre
Ho Chi Minh City
Vietnam

IT Strategies for Small and Medium-Sized Businesses
July 12 (Chicago); July 14 (Seattle), New York City (19) Houston (21)
www.networkworld.com/events

LinuxWorld Conference & Expo
Aug. 8-11
Moscone Center
San Francisco
www.linuxworldexpo.com/live/12/events/12SFO05A

CIO 100 Symposium & Awards Ceremony
Aug. 23-25
Coronado, Calif.
www.cio.com/conferences

one on one the interview

Bengt Marnfeldt
The general manager of IDG Sweden is this week's columnist. Reach him at bengt.marnfeldt@idg.se.

IDG Sweden at-a-glance

Established 1985 (IDG previously signed a joint venture agreement with Marnfeldt's company in 1983).

Location Stockholm

Number of employees 225

Publications
Biotech Sweden
CAP&Design
CIO Sweden
Computer Sweden
Dagens Miljo (environment)
Internetworld
IT.Branschen (channel)
M3 (MaxiMobileMagazine)
MacWorld
MikroDatorn
Natverk & Kommunikation (Network & Communications)
PC för Alla
Player 1 (games)
Sakerhet & Sekretess (Security & Secrecy — a CSO title)
Studio (music and computers)

Web site www.idg.se (No. 6 of all media sites in Sweden)

Other products Events, recruitment, newsletters and direct marketing.

Q Briefly describe Sweden's IT publishing market.

A With nine million inhabitants, Sweden is the biggest of the Nordic countries. The whole area is prosperous, although that is up to political discussions every day. From a business point of view Sweden is more liberal than most countries, and competition from abroad forced us to develop advanced products — everything from paper and pharmaceuticals to cars (Volvo) and telephones (Ericsson). In this environment IT has flourished, and Sweden is one of the most advanced IT communities in the world.

For 20 years IDG Sweden has been the dominant IT publisher in Sweden. Our ad market share has always been around 80%. This is good and bad. Potential new competitors face a very high cost of entry so very few international publishers have tried to enter Sweden. The bad thing is that there is not much to do when the market is contracting — we cannot compensate by taking market share from competitors. Currently, the Swedish economy is consolidating, which means that the IT market is doing the same. Our answer to our situation has been to add non-IT-pubs to our portfolio like Dagens Miljo, which is focused on the business benefits of running companies that make a commitment to the environment, ethics and social responsibility.

Q I've heard IDG Sweden is experimenting with an online account system. What is that?

A IDG Konto, or "My Account," is part of IDG Sweden's membership program. "IDG Konto step one" was launched as an online service to our subscribers. Now we're moving to the next generation to fulfill our vision, to develop our own online wallet and transaction system. "My Account" enables subscribers and online readers to manage their accounts, add money and make online purchases from IDG, when and where they want. We are literally telling our 150,000 subscribers that we owe them money — "it is true, check your IDG account." Remember, whenever a customer sends money to a publisher, that means the publisher owes them money until all issues — or other products — have been delivered. People tend to forget that. We're actively reminding customers they have an account with us and encouraging them to spend their money however they wish. Emphasizing the account concept creates a bond with the customer we hope will lead to even more business later. The system also enables us to offer differentiated pricing (i.e., lower prices) when subscribers pay with "My Account" due to low-cost transactions. We are now just starting to convert all our subscribers and online members into "My Account" members and aim for 25,000 members over the next 12 months.

Q What is the IDG Toolbar and how does it relate to IDG Sweden's Web site?

A IDG Toolbar — the highway to IDG.se — is a new plug-in developed by IDG Sweden. Our aim with the toolbar is to boost online transactions by making it easier to take part in IDG's online offerings by accessing "My Account." Install IDG Toolbar on your computer, and you will add a number of new exciting features to Internet Explorer. Among other things you can read your favorite IT and business news as RSS-feeds, send SMS (short message service) directly from the computer, listen to IDG Web Radio (we have a deal with a company that enables us to create our own music list), synchronize your Web favorites between computers where you've installed the toolbar, get mail alerts, access "My Account" and last but not least you can win money by trying your luck each day at the casino (click on the "Do you feel lucky?" tab). The money you win will be deposited at "My Account."

We invited members of our e-Forum discussion site to test the IDG Toolbar, which is still in beta and running on approximately 3,000 computers. We recently launched an upgraded version and will now gear up our marketing activities. Of course we also plan to develop a Mozilla/Fire Fox version to be launched in Q1-Q2 FY06.

Q What are you doing in the area of paid online content?

A We are looking into several different opportunities. Almost all business development we are doing on the Web is focused on starting up new services where the visitors will pay for either content or services via our IDG Konto. Some of the services launched this spring are:

- IDG PDF Shop (www.idg.se/shop/pdf/), a Web shop where IDG.se sells PDFs of selected articles, priced at KR30 to KR100 each (US$4 to $13) and complete magazines. Currently there are about 100 articles, with more added weekly. In the future we plan to sell articles before they are published in print.

- IDG InfoAgent (www.idg.se/infoagent/). Our own media monitoring service focusing on IT-related information. InfoAgent will be launched as a paid business intelligence service in early June.

continued on page 6

Leadership, strategy at center of Global Media Institute

Managers focus on growth from increasingly diversified revenue streams

Eighteen senior IDG managers from seven countries gathered in Cambridge, Mass., April 25-29 to learn how to best steer their departments and companies as IDG continually evolves as an information company, producing content through a variety of means, including print, online, community forums, events and mobile services.

Held annually, the Global Media Institute (GMI) aims to give participants a deeper awareness of the strategic issues and leadership challenges facing IDG; an appreciation of the nature and importance of the company's culture, values and standards; access to a substantial network of IDG management-level colleagues; and an opportunity to hone their business skills.

*Back (l-r): **Jeff Spitzer,** IDG Entertainment; **Michael Carroll**, PC World; **Rob O'Regan**, CXO Media; **Trino Ramos**, IGS/PC World Latin America; **Jim Sullivan**, IDG International Publishing Services; **Mitch Betts**, Computerworld; **Doug Detlefsen**, Mac Publishing; **Hal Mentlik**, InfoWorld; **Kevin Normandeau**; Network World. (Front, l-r): **Bringi Dev**, IDG India; **Jimmy Yu**, IDG Singapore; **Silvia Bassi**, IDG Brazil; **Birgitte Rygaard**, IDG Denmark; **Maria Jose Marzal**, IDG Spain; **Paul Calento**, InfoWorld; **Ken Hoyt**, IDC; **Tam Le**, IDG Vietnam; **Harry McCracken**, PC World.*

"It was like getting an instant M.B.A., except tailored to IDG's unique culture," said Computerworld Executive Editor **Mitch Betts**.

Developed by the IDG Training & Development staff, in concert with business unit leaders and past participants, the agenda is modified annually to reflect the current business environment and key concerns facing senior IDG leadership. "This year there was much discussion about how employees who work in editorial and sales, as well as audience development, finance and other functional areas, need to dramatically change their thinking, strategy, skills and metrics to not only support IDG's positioning as an information services company, but to anticipate trends to be sure IDG quickly engages in new markets," said Director/Management Development **Julie Lynch**, who co-organizes the GMI with Training & Development Manager **Laurie Butson**. "While in recent years the drumbeat managers have heard is 'online, online, online,' GMI attendees learned that IDG's growth depends on the multifaceted ways we can connect buyers and sellers."

More than a dozen presentations by IDG CEO **Pat Kenealy**, business unit presidents and other executives addressed technology and media trends, business plan development, global sales and negotiation, leadership success and other topics. During a Best Practices Forum, participants were split into two groups and assigned different topics (retention of key talent and new product development). Participants suggested best practices and recommendations on each topic, as they apply to IDG, during a facilitated discussion, and presented their findings to the larger group.

Participants worked throughout the week on a case study examining a business situation based on actual challenges faced by IDG business units. While there was one overarching topic — how to continue the transition of the business from a print-based company to an information services company — this year's case study was applied to two different types of business units: one consumer-focused, the other enterprise-focused. At the end of the program, each group presented its plan to a "board," which this year was composed of IDG International Publishing Services President & CEO **David Hill**, IDG VP/Business Development **Colin Crawford** and Network World CEO & Publisher **Evilee Thibeault**.

"I gained so much knowledge and inspiration from all the speakers and my GMI colleagues," said IDG Denmark Sales Director **Birgitte Rygaard**. "The strength of IDG is that we have so many skilled, engaged and dedicated colleagues around the world. I know IDG is well-prepared as it evolves into an even more diversified information services company."

Write to Julie Lynch at julie_lynch@idg.com or Laurie Butson at laurie_butson@idg.com. WU

Retaining employees

During the Best Practices Forum, participants put together an "employee retention toolbox" and discussed ways to implement their ideas. Some examples:

- Share big picture/strategy
- Introduce new challenges
- Team building/have fun
- Work/life balance: telecommuting
- Model work ethics/standards
- Mentor program
- Remove irritants/bureaucracy
- Communication: frequent and open
- Take employees' frustrations/concerns seriously

New product arenas

Global Media Institute participants discussed areas that were ripe for new product development, recommending niche markets and vertical markets such as government, finance, health care, small-to-medium businesses and telecommunications.

IDG

June 6, 2005

Operations Coordinator (CXO)

CXO Media is seeking a motivated individual to join the CIO Executive Council's operations staff. In this individual contributor role, you will be responsible for posting and updating content on the Council website, administering member accounts, and providing support for teleconferences and events. The ideal candidate will enjoy a wide variety of tasks and responsibilities and demonstrate a high attention to detail with the ability to prioritize and manage multiple tasks while maintaining excellent follow through to completion. We seek an individual adept at leveraging human and technical resources and optimizing processes for maximum efficiency. A minimum of 2 years business experience is required. PC skills in Word and Excel are required and knowledge of Lotus Notes is preferred. Additionally, the candidate must have the desire and ability to gain new skills and be a resource to others. Experience with basic HTML and authoring operating procedures is a plus. The position will report to the Manager of Operations and Project Management. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

District Sales Manager (CXO)

CXO Media has an exciting opportunity for a District Sales Manager with several years of media sales experience to sell advertising products for CIO magazine. This position will be responsible for creating new business opportunities for print, online, custom programs and events while maintaining and growing current customer revenue. Candidates must be creative and strategic as well as highly organized and motivated. Strong closing skills are key. Other responsibilities include prospecting, developing client relationships, preparing proposals and effective use of the sales database. High-tech experience would be a plus. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required.
Location: San Francisco, CA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Operations Coordinator (IDC)

IDC's Enterprise Sales group is looking for a Sales Operations Coordinator to work closely with a Group Vice President of Sales and several sales employees. The Sales Operations Coordinator will be responsible for detailed business tracking and analysis on a frequent basis. This person will maintain quota spreadsheets, verify and track bookings, track and process expenses, collect forecasts, schedule meetings, special projects and other administrative duties. The Sales Operations Coordinator needs to be a strong relationship builder as this position requires extensive interactions with other IDC departments. A bachelor's degree or equivalent experience required. This person must have excellent written and verbal communication skills. High level of technical competence with Excel is critical. Proficiency with Lotus Notes, Word, and PowerPoint, as well as an ability to adapt to and learn new software and web-based systems is a plus. The successful candidate will have a background in sales, marketing or customer service and the ability to work with little supervision, and have the integrity to work with confidential documents and communications. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Associate Content Producer (IDGE)

IDG Entertainment is looking for an Associate Content Producer to work collaboratively with the online editorial team to produce focused online content for various sites including Games.net, Gamepro.com, Gamedownloads.com and Gamerhelp.com. The selected candidate will assist editors with writing, as well as build and develop designated channels within all internal sites. Responsibilities include updating and maintaining website section(s), maintaining product pages, coordinating development efforts with Editorial, Design, and Production teams, and publishing to the web using a proprietary publishing system. The ideal candidate should have at least one-year experience of web publishing and be familiar with HTML, Photoshop and Internet applications. Candidates must have savvy knowledge of the Internet, passion for video games, and the ability to thrive under pressure with strict deadlines. Please indicate Associate Content Producer in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: editjobs@gamepro.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Desktop Support Specialist (IDGE)

IDG Entertainment is seeking a Desktop Support Specialist to act as the primary technical resource for all company personnel on a day-to-day basis. Primary responsibilities include installing, supporting, and maintaining the company's desktop computers, applications, peripherals and telephones. The ideal candidate will have an in depth knowledge of Windows NT/2000/XP desktop and server operating systems; hands-on hardware maintenance experience with desktops and servers; proficient with Windows Networking, Active Directory, TCP/IP and networking basics. Experience supporting applications such as MS Office, Adobe publishing products, Lotus Notes, PC/Mac utility software, anti-virus/spyware software, data archiving software and basic internet software a must. The selected candidate will possess excellent interpersonal and problem-solving skills and the ability to work well in a collaborative team environment. Knowledge of Macintosh OS, Nortel telephone systems and interest in PC gaming a plus. ***Location: Oakland, CA***

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

West Coast Sales Manager (IDGE)

IDG Entertainment has an exciting opportunity for a West Coast Sales Manager. This position will be responsible for advertising sales and for increasing and cultivating new business for GamePro and Star Wars Insider magazines. Responsibilities include developing relationships with existing and prospective clients in the electronic entertainment, non-endemic and consumer categories. In addition, this person must have the ability to create proposals and presentations; develop strategic relationships with agencies and clients; and report weekly projections to management. Candidates must be comfortable with solutions-based selling and have a strong understanding of the media planning process. Qualified candidates must be talented sales professionals with 5-7 years of proven experience in a sales, publishing, ad agency or media environment. Excellent communication skills and ability to multi-task is required. Must have proficient knowledge of Microsoft PowerPoint, Word and Excel. Knowledge of the video-gaming industry a huge plus! This position is based in Oakland and will require some travel. For consideration, please forward your resume and salary requirements to: jobs@gamepro.com and include job title 'Western Sales Manager' in the subject line. ***Location: Oakland, CA***

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Audience Development Specialist (WEC)

IDG World Expo has an exciting opportunity for a marketing professional to join the Linux/OSBC team. Reporting to the Audience Development Manager, you will be responsible for the implementation of marketing strategies including collateral production and relationship management with the main goal of meeting and exceeding the number of conference attendees and expo visitors as indicated in the event business plan. Specific responsibilities will include assisting in the production of direct mail materials and event guides, managing outside vendors, coordinating website content, managing the creation of sales materials and writing promotional copy. We are looking for a detail-oriented, communications professional with 2-3 years of experience in marketing communications, product marketing or direct marketing. Experience in the trade show industry is a plus.

Location: Framingham, MA

Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

World Expo enlists help from across IDG

IDG World Expo tapped the expertise of IDG employees across the company to plan and execute its premier Syndicāte event. Computerworld President & CEO **Bob Carrigan** delivered the opening remarks at the event, while InfoWorld CTO **Chad Dickerson** served as a chairperson of the publishing track and moderated several sessions. InfoWorld.com VP and General Manager **Matt McAlister** and InfoWorld Lead Analyst **Jon Udell** participated as session panelists. Helping out behind the scenes on the advisory board were, in addition to Dickerson, IDG VP Business Development & Operations **Colin Crawford** and CXO Media Group Publisher **Gary Beach** and Dickerson.

Syndicāte

continued from page 1

nizations including Google, Reuters, Yahoo!, MSN, Bloglines by Ask Jeeves, Forbes.com, Burson-Marsteller, Hearst Interactive Media, CNN.com, Washingtonpost.com, Newsweek Interactive, Microsoft, Billboard Magazine, Sun Microsytems, PR Newswire, CNET, the John Kerry Campaign and many more.

The timing of Syndicāte proved auspicious, with Martin Nisenholtz, senior VP of digital operations at the New York Times Co., scheduled to deliver one of two keynotes the day after his company announced it would begin charging $49.95 a year for non-print subscribers to access portions of its online content. Nisenholtz abandoned his prepared remarks and used his time to share more about the Times' decision to wall off some content and answer questions from the standing-room-only audience.

MSN Director of Global Business and Product Management Phil Holden delivered the second keynote and told the audience that Microsoft's Internet division is taking RSS seriously and plans to integrate the technology across even more of MSN's online services in the coming year.

The next Syndicāte conference will take place Dec. 12-14 in San Francisco. Ballarino said her team will continue to reach out to the publishing/media and marketing audiences, as well as broaden content to target public relations, corporate communications and advertising professionals. The next event will also feature a half day of "how-to" pre-conference tutorials, for example RSS 101 and Blogging 101.

For more information, contact Shelley Ballarino at shelley_ballarino@idg.com or go to www.syndicateconference.com. WU

Computerworld

continued from page 1

ris, director, sponsorship sales and **Colin Longval**, sales program specialist, from the Events group; **Gregg Pinsky**, VP, Online sales; **Matt Duffy**, director of marketing; and **Stu Needels**, director of IT, in a search for the right software package that started at the beginning of the year. "Even out of the box, Salesforce provided a lot of the functionality we were looking for and it could be customized for each group, each of which track their sales differently," she said.

According to Pinsky, most CRM tools are built with one line of business in mind and other product lines are seen as ancillary. "I never used our in-house CRM tool and thought that would never change," he said. "It did change, though, when a task force with representatives of each core product line was put together to customize Salesforce.com. The outcome was an integrated CRM solution that supports the needs of each product line equally, yet connects them to paint an accurate, real-time snapshot of our client's activities with us."

"The outcome was an integrated CRM solution that supports the needs of each product line equally, yet connects them to paint an accurate, real-time snapshot of our client's activities with us."

— Gregg Pinsky

With a calendar, scheduler and Notes e-mail, the Web-based tool can be used as each salesperson' home page. It allows each member of the sales staffs to communicate with the others and with their clients and agencies, pull up any appropriate documents and presentations, prioritize what they need to get done and assign tasks, either individually or within a group.

"With the new system, a Computerworld account rep, whether in Framingham or San Francisco, can gauge real-time activity on any account with any product line at any given time," Longval said. "This is a very cool system that is vastly better than our old one. Our teams are saving time, avoiding headaches and concentrating on what they do best — selling."

The new and still-growing database is, however, completely dependent on user input, Austermann said. "The sales teams have to update it after every sales call, which can even be done using their Blackberries. We're still getting people used to using the system, but so far it's a real timesaver for everyone."

"Our field sales team has done a phenomenal job of selling integrated programs to tech marketers," said **Matt Sweeney**, executive VP and publisher. "It sells a variety of programs, and to track our efforts with these programs — and keep an open channel with our field sales specialists in online and events — we needed a CRM solution that could foster and record these cross-sales efforts efficiently. Our goal is to improve communication across our sales teams and drive more integrated sales programs to our clients. Salesforce.com is enabling us to do that."

For more information go to www.salesforce.com or contact Laureen Austermann at laureen_austermann@computerworld.com. WU

InfoWorld gives Salesforce.com Technology of the Year award

InfoWorld has given Salesforce.com its Technology of the Year for CRM award two years in a row and in January named it the winner in its "Four-Way CRM Shootout (see www.infoworld.com/article/05/01/07/02FEcrm hosted_1.html) for its flexible forecasting, lead-conversion tools and workflow programs.

noteworthy people

New employees

BILL RIGBY
Goryl

Computerworld has hired **Kathryn Goryl** as an online account services specialist charged with reporting online marketing campaign status to clients and assisting the sales team with online media plans and lead-generation programs. Not entirely new to IDG, she did a short internship at Network World as a marketing programs coordinator while she was finishing her B.S. in marketing at Boston's Northeastern University, from which she recently graduated. Kathryn has also held three other internships, one in advertising with The Boston Globe and two with AOL Time Warner in interactive media sales. She enjoys "boating, the beach and baseball" in the summer and skiing in the winter. *kathyrn_goryl@computerworld.com*

Transfers

MICHELE NELSON
Desjardins

Rachel Desjardins moves from her role as online sales representative with Macworld to IDG Entertainment where she will act as online account executive, managing and developing the East Coast territory for Games.net. She holds a B.A. in English literature from Skidmore College in Saratoga Springs, N.Y., and enjoys snowboarding, hiking, running, kayaking, camping, traveling, and "lounging around." *rdesjardins@games.net*

Returning employees

Previously a senior event sales manager at Network World, **Sandy Weill** returns to IDG as program director of the Computerworld Honors Program from her role as national account sales manager at Tech Target. She earned a B.A. in sociology and social work from York University in New York City and an M.S. in psychology from Boston's Suffolk University. She enjoys gardening, reading, crossword puzzle and travel and was recently featured in an article in Selling Power magazine on successful sales techniques. *sandy_weill@computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC Russia, Johnnic Publishing (South Africa) address changes

Johnnic Publishing, IDG's partner for CIO South Africa, Computing SA, NetworkWorld SA and The Channel has moved to:

37 Bath Avenue
Rosebank
Johannesburg 2196
South Africa
tel: +27-11-280-3012
fax: +27-11-789-7194

(package delivery)
P.O. Box 1741
Saxonwold 2132
Johannesburg
South Africa

IDC Russia has moved to:

IDC Russia
Suite 7
Myasnitskaya St., 24/7
Moscow 10100
Russia

tel: +7-095-739-22-50
fax: +7-095-739-21-20

For the latest IDG business unit and employee contact information, see the IDG Directory on www.idgcentral.com or at www.idgdirectory.com.

One on one

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• PFA Plus (http://pcforalla.idg.se/plus/). The magazine PC för Alla has gathered its content in different sections that are only available for online subscribers.

• N&K Professional Edition. Exclusive Web content in PDF format for subscribers of our networking publication.

***Q* What are you doing in the area of mobile services?**

A The mobile area is extremely exciting, and we constantly evaluate how to integrate the need for users to be mobile with our business. In Sweden, we see more and more users who use their handhelds for surfing the Web. We now try to migrate different services to facilitate usage via mobile phones and PDAs. One goal is that all new services that we launch must be compatible with mobile phones and PDAs. Some services that we now offer:

• We have a collaboration with the telecom operator 3 and provide their customers with IT news and tests from our Testcenter on 3's mobile portal.

• Within the IDG Toolbar we let people in a simple way send SMS. The SMS functionality is connected with the My Account, from which a small fee for the SMS is withdrawn.

• A similar SMS functionality is integrated with our new upcoming webmail, IDGMail. Users of IDGMail will also be able to manage their e-mail in their mobile phones and PDAs.

• We also use SMS as an alternative payment service for small fees, for example regarding paid content.

• wap.idg.se is a dedicated site for users who want to get the latest IT news articles on their mobile devices.

• www.idg.se/mobil/spel/ is our page of games and ringtones.

• A price agent (www.idg.se/mobilit/abonnemang/) that helps users evaluate — and perhaps switch — their mobile operator.

• For PDA users, we supply articles in the AvantGo format.

• Our InfoAgent service will be accessible via mobile phones and PDAs and there will also be a notification service via SMS.

More examples of IDG Sweden's paid online services, as well as an overview of its IDG Publishing School, are available with this article on www.idgcentral.com. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Rudolf Schuster *IDG Germany*
Walter Kainz *IDG Germany*

18
Norman Noble *PC World*
Frank Genovese *InfoWorld*
Susanne Kratoschka *IDG Germany*
Gaby Kirschbaum *IDG Switzerland*

16
Paul King *PC World*

15
Henry Pham *PC World*
Bea Horváth *IDG Hungary*
Ilona Rodriguez *IDG Hungary*

13
Karen Mulligan *IT World Canada*

12
Michael Riis *IDG Denmark*

10
Christopher Greene *IDC*
Måns Klockar *IDG Sweden*

9
Steve Traynor *CXO Media*
Sandrine Gissinger *IDG France*
Daniel Rougier *IDG France*
Kit Gould *IDG U.K.*

8
Andrea Lengyel *IDG Hungary*
Ana Cristina Gonzalez *IDG Spain*
Steve Phillips *IDC Singapore*

7
Julie Hanson *CXO Media*
Pamela Giesen *IDC*
Sophie Mayo *IDC*
Mary Menendez *IDC*
William Xu *PC World*
Sharon Bird *IDG U.K.*

6
Jean Marshall *IDC*
Anita Cseresznye *IDG Hungary*
Linus Lai *IDC Malaysia*
Shunsuke Murahashi *IDC Japan*

5
Ben Worthen *CXO Media*
David Castaneira *IDG France*
Petra Kollmaier *IDG Germany*
Carlos Daganzo Adan *IDG Spain*
Nathaniel Martinez *IDC U.K.*

4
Helen Wang *IDG China*
Bertalan Halász *IDG Hungary*
Zoltán Telek *IDG Hungary*
Belinda Johnson *IDC Australia*
Grace Han *IDC China*

3
Tomas Jirasko *IDG Czech*
Radim Hasalik *IDC Czech*
Anna Butler *Connell Communications*
Csaba Melovics *IDG Hungary*
Balázs Spányik *IDG Hungary*
Elsa Opitz *IDC U.K.*

2
Yann Lange *IDG France*
Martha Martin *IDC*
Blake Hoo *IDG Malaysia*

1
Con von Hoffman *CXO Media*
Stacy Heintz *IDC*
Jinsong Tian *IDG China*
Amol Shah *IDC Canada*
Koichi Nagayama *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Get World Update delivered to your e-mail box

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send your request to world_update@idg.com. Please include your name, business unit and e-mail address.

celebrating 10!

Name
Grazyna Skibniewska

Home
Warsaw

Joined IDG Poland
November 1992, advertising sales

Current job
Key account manager

Most challenging part of your job
Cooperating with many types of people.

Best part of your job
Contact with people, the opportunity to learn new things.

Best way someone could compliment you on your work
Tell me "You are so professional."

Interests outside the office
Italian cuisine, writing poems.

Grazyna Skibniewska *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner in Warsaw honoring her 10 years of service to IDG Poland.*

Family
Husband Marek; daughter Agnieszka, 24.

Favorite way to work off stress?
Have a cup of green tea and take a walk with my dog.

What ability do you wish you had that you don't have?
The ability to play piano.

Five people you'd invite to a dinner party?
Paulo Coelho, Agatha Christie, Tom Hanks, Martin Scorsese, Woody Allen.

What disc is in your CD player right now?
Dido

Dream destination
Paris

Manager's profile
"Grazyna is a key member of IDG Poland's senior sales staff. She is extremely popular among our colleagues within IDG and among our major clients and she is always nice, helpful and at the same time target-oriented. Her major success each year is posting record sales for the Computerworld TOP 200, a publication that analyzes the Polish ICT market."

-- Agnieszka Cybulska, sales & marketing manager, IDG Poland

celebrating 10!

Name
Gabriella Meijnckens

Home
Haarlem, the Netherlands

Joined IDG Netherlands
December 1991, as an assistant handling customer service in the subscription department.

Career path
Assistant, subscription department; manager, subscription department; database marketer/Business-to-Business; circulation manager/Business-to-Business.

Current job
Circulation Manager/Business-to-Business. I handle everything concerning the reader database and the promotion and organizing of our various events.

What's kept you at IDG for 10 years?
The diversity of the tasks, the open-minded management, the available opportunities and fantastic colleagues.

Interests
Movies, books, cooking (especially dinners with friends).

Favorite thing on your desk?
My bag of 'Café Royal Pads' for my cup of coffee in the morning.

Favorite way to work off stress?
Hard to choose: Working out at the local gym or going to dinner or the movies with friends.

Fantasy job
Having my own little restaurant and writing novels.

Most difficult decision you ever had to make?
Getting divorced after a 13-year relationship. But as difficult as it was, it also was the best decision I could ever make for myself.

Possessions you'd grab if your house were on fire?
My cat Sam and my photos.

What disc is in your CD player right now?
3 Doors Down

Favorite movie of all time?
It's yet to be made! But at this moment I should say "The Matrix," although they should have stopped after Part 1.

*IDG Chairman **Pat McGovern** hosted **Gabriella Meijnckens** at a dinner in Amsterdam to celebrate her years of service to IDG Netherlands.*

As a child, what did you want to be when you grew up?
A painter or a writer; both are hobbies now.

Your idea of a perfect day alone
Getting lost in a good book, either outside in my garden in the sunshine or inside in front of my fireplace. I just bought a house, so I'm still enjoying the luxury of my own home.

Favorite vacation spot
Andalusia in the south of Spain. Beautiful weather, plenty of sunshine, nice people, excellent tapas and wines. But never go to Seville in the middle of summer: at more than 40 degrees Celsius (104 F), it is way too hot!

Manager's profile
"Gabriella has been a major contributor to the business-to-business section for IDG Netherlands the last 10 years. Without her dedication, IDG business-to-business would not be as developed as it is nowadays. Gabriella is honest, precise and most notably a very pleasant person to work with. We hope that she'll continue for at least another 10 years or more with IDG.

— Rob Koghee, marketing director, IDG Netherlands

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Laurie Butson *IDG*
Joanna Konieczna *IDG Poland*
Annemarie Lootsma *IDG Netherlands*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Bob Carrigan named president, IDG Communications

IDG CEO **Pat Kenealy** announced last week that Computerworld President and CEO **Bob Carrigan** has been named to the newly created post of president of IDG Communications. Carrigan will have global responsibilities but will spend most of his time over the next 24 months managing IDG's U.S. media business units as well as the U.S. Corporate Sales group, IDG List Services and IDG Research Services.

Carrigan

"IDG has maintained a tight focus on serving information technology buyers and sellers for more than 40 years, and the company now has huge media, events, market research and venture capital operations in dozens of countries," Kenealy said. "We felt the time was right to add a dedicated executive focused on our media business — both print and online. IDG is lucky to have in Bob someone who knows the IT business and its leaders, and someone with long, successful experience in IDG's decentralized, customer-focused culture."

"IDG is a great company with top-quality brands," Carrigan said. "I am very excited about working with my colleagues across IDG to continue growing our business by creating valuable solutions for our customers."

Carrigan's appointment is effective immediately, but he will transition from his Computerworld duties to his new ones between now and the start of IDG's new fiscal year on Oct. 1. Noting that there are "several strong internal executives who will surely raise their hand for the job," Carrigan said he does not expect he will search actively outside the company for his replacement at Computerworld.

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Inside this issue

Deb Goldstein named List Leader of the Year by DMA council *page 2*

IDG employees participate on crisis communication panel at PRSA event *page 2*

One on one: IDG Hungary's Istvan Biro *page 3*

It's time to enter the 22nd IDG Employee Photo Calendar Contest! *page 7*

Celebrating 10: IDG Netherlands' Raimon Gort *page 8*

IDG NZ generates new revenue, interest in jobs site

With a worldwide IT labor shortage driving down visits to online recruitment sites over the course of the past 12 months, IDG New Zealand began looking for a way to pump new life into its JobUniverse site. The site, which launched five years ago and routinely carried more than 2,000 jobs, has seen its inventory shrink in recent months to just a few hundred.

"The IT labor shortage is particularly acute in New Zealand," said IDG New Zealand Managing Director **Bob Pinchin**. "And when the market swings in that direction, job boards are of very limited value. The real need is to pull passive job seekers — people who are not actively looking for a job and therefore not motivated to visit a recruitment site — into the market."

Computerworld has a long track record of attracting passive job seekers to its successful recruitment pages, "and we wanted to find a way to translate

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Adding this box to the home page of each of its publication's Web sites has allowed IDG New Zealand to add an incremental revenue stream while boosting traffic to its JobUniverse site.

Mac Publishing acquires largest Mac community site

Mac Publishing earlier this month brought under its corporate umbrella the MacOSXHints Web site (www.macosxhints.com), the Mac market's largest community site with user-driven hints and tips, and hired the site's founder **Rob Griffiths**. Griffiths will remain the site's editor and will be a senior editor of Macworld magazine.

Mac Publishing will look to Griffiths and his site, which he launched in November 2002, to further develop Macworld's How-to and Help content in both the magazine and online. "The community content at MacOSXHints.com will drive more mainstream Hints and How-to on Macworld.com," said Macworld Marketing Manager **Kasey Galang**. "Of the 6,000-plus tips on [Rob's] site, a few thousand will be beneficial to the core audience at Macworld. The acquisition allows Macworld to add vital editorial talent — Rob and MacOSXHints.com members — while also giving MacOSXHints.com room to

continued on page 5

in brief newsworthy

Deb Goldstein named List Leader of the Year by DMA council

IDG List Services President **Deb Goldstein** has been selected to receive The DMA List Leader of the Year Award. The award, presented by the DMA List and Database Council, recognizes outstanding contributions to the list and database industry. Goldstein will receive the award at the List Leader of the Year Awards dinner on Aug. 4, at the Marriott Marquis in New York City.

***Deb Goldstein** has been with IDG List Services for 19 years.*

"I am thrilled with Deb's selection for this prestigious award," said Linda Huntoon, chair of The DMA List and Database Council, and executive vice president of Direct Media. "Deb has always gone out of her way to serve the industry — first in the emerging high-tech arena and now in the e-commerce world."

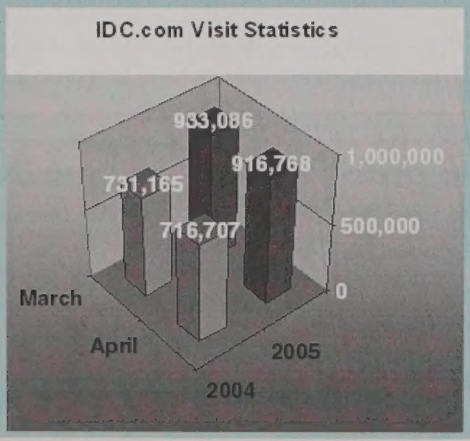
Goldstein has been with IDG for 19 years, during which time she has built the business unit from a list-management operation of 10 lists to 80 lists today that represent IDG and non-IDG clients — both postal and e-mail. In February 1995, she launched a brokerage division, which currently has more than 65 clients.

Goldstein is a member of the List and Database Council and is on the board of directors of the List Leaders Group. "Deb represents her company, her industry, and her colleagues with the highest standard of professionalism, and the list industry is very fortunate to have her among us," Huntoon added.

Write to deb_goldstein@idg.com.

By the numbers

The five top searches on IDC.com in April were VOIP, Apple, ERP, RFID and PC; the most popular link was the My IDC Tab and the most popular document downloaded or viewed was Worldwide Mobile Phone 2005-2009 Forecast and Analysis.



IDG employees participate on crisis communication panel at PRSA event

*IDG was well represented last week at a Public Relations Society of America national conference in Washington, D.C.., **Grant Gross** and **Marc Ferranti** of the IDG News Service provided advice about the most effective ways to handle crisis situations during a panel discussion moderated by **Howard Sholkin**, director, IDG Corporate Communications. PR professionals from technology, defense, and national security organizations attended the conference on "Collaborating to Address the Risks and Rewards of Communication."*

IDG Germany relaunches intranet

*The team that steered the intranet's redesign (l-r): **Sigrid Falkner**, executive assistant; **Renate Giesen**, circulation director, Computerwoche; **Georg Sing**, senior application administrator; **Gunnar Lott**, editor-in-chief, GamePro; **Christian Jahr**, senior help desk specialist; **Herbert Maier**, director, IS department; **Matthias Teichmann**, market research specialist; and **Antje Bütow**, executive assistant.*

IDG Germany recently mustered a cross-functional team to redesign its four-year-old intranet site, which now features improved page layout and easier navigation. The company's 320 employees can post information on the site themselves. Categories, which are constantly being augmented, include a knowledge-management tool area, workflow systems (employee holiday, travel and training schedules), a database with equipment ordering details, press releases, interesting excerpts from IDG Germany publications, classified ads and local menus, among other topics. There are also group-specific sections with restricted access.

*Write to **Antje Buetow** at abuetow@idgcom.de.*

one on one *the interview*

Istvan Biro
The managing director of IDG Hungary is this week's columnist. Reach him at ibiro@idg.hu.

IDG Hungary at-a-glance

Established 1991 (IDG has had a presence in Hungary since 1986 through a licensee.)

Location Budapest

Number of employees 67

Publications

- *Weekly*
Computerworld Számítástechnika. Circulation 10,000.

- *Monthly*
DigitArt (5,000)
GameStar (29,000)
PC World (32,000)

Online
computerworld.hu
pcworld.hu
gamestar.hu
gamepro.hu
digitartmagazin.hu
jobuniverse.hu
bioitworld.hu
mediashop.idg.hu
cio.hu
idg.hu

Events
Eight conferences and half a dozen other events have been scheduled in 2005.

Q Can you give us an overview of the current state of Hungary's IT market?

A Hungary is one of the new members of the European Union. Since the accession, the IT market has experienced a slowdown. The sectors growing somewhat faster than the EU average are online content and mobile communications. The most interesting area is the software design industry, where companies work in close cooperation with other EU software companies. Examples include banking software, security software and optical character recognition.

Q Who are your most important competitors?

A Our main competitor is Vogel-Burda Communications (headquartered in Germany), which publishes two monthly magazines that compete with PC World and one gaming monthly, which competes with our GameStar. Fortunately, the two Vogel monthlies compete with each other as well. IT-Business is a B2B weekly of Vogel-Burda that competes with Computerworld-Számítástechnika Hungary, but it is not distributed nationwide.

Q What is the IDG Newsletter?

A The HTML-format newsletter is one of our prominent monthly promotion tools. It is distributed to all our advertising and event partners, as well as large companies and institutions (even if they are not yet advertising with us) and advertising agencies. You can find it on the Web at: http://idg.hu/idghirlevel/0520/index.htm. The newsletter contains a table of contents with links to various topics including new developments at IDG Hungary, the latest distribution statistics, new supplements, growing visitor numbers, successful events, etc. The goal is to promote our publications and overall operations to our partners and potential partners on a regular basis. Keeping our brands "top of mind" will lead the advertisers to choose IDG publications in purchase decisions.

Q What is the Computerworld Business Unit?

A The amalgamation of our B2B publications into one unit is primarily a sales strategy. It enables our salespeople to sell print and online ads (banners, sponsorships, etc.) together with conference sponsorships in one package. The goal is to offer a complete and totally unique B2B package to our partners. For example, if a client wants to sponsor a custom event, IDG Hungary will:

- Secure the venue, organize the catering, presentations, speakers, etc.
- Publish invitations and promotion beforehand in Computerworld.
- Publish banner invitation on our site(s).
- Account for the event afterward in print and online. This includes covering the event in Computerworld Számítástechnika , sending thank-you letters to registered attendees, putting the Powerpoint or PDF files of the presentations online, posting photos online and invoicing our partners.

All of our B2B activities are now gathered under our Computerworld brand umbrella:

- Computerworld Számítástechnika, the printed weekly
- Computerworld Melléklet (supplement)
- Computerworld Online (computerworld.hu)
- Computerworld Hírszolgálat: News service (newsletters and RSS). We have nine newsletters including: Security (weekly), Telecommunications (weekly), Hardware (weekly), PC at Home & In the Office (weekly), IT news (daily in Hungarian and English), Business Solutions (weekly), Tips & Tricks for PC (biweekly), PC Game News (monthly) and Jobmail (occasional).
- Face to face: Computerworld Konferencia (CW conferences and exhibitions)
- Paid online: Computerworld.Club. This contains exclusive content and discounts for online subscribers. Selected articles appear online two to three days before being published in print. A yearly subscription is half the normal cost of an annual print subscription.
- Computerworld Céginfo: A company information database. Company data that are registered in our database are available in print, online and mobile formats and include white papers, contacts, press releases, etc. This is the best example for synergy between the three media.
- Mobile: Computerworld WAP. We are making IT news, company and career information available to users on their cellphones. Here's how it works:

1. You enter: wap.computerworld.hu and see:
   - Line 1: means news, these are general CW-Számítástechnika news stories.
   - Line 2
   - Line 3
2 The user clicks on line 1 and sees links to latest CW news.
3. Click on line 2 to see an alphabetic list of companies registered in our database. It is an online directory that contains address, phone numbers, e-mail (no products are listed) But if you click on the phone numbers cellular phones dial the number right away.
4. Click on line 3 to see currently available jobs. The

continued on page 6

IDG Bulgaria's Events group finds success in niche markets

Even while launching new conferences, IDG Bulgaria's five-member events group continues to refine its older ones. The April edition of its Financial IT Forum — formerly known as the Banking IT Forum and the business unit's very first event in 1999 — was its seventh and most profitable edition. March saw the premiere of a conference on IT in Higher Education that drew attendees from more than 80% of Bulgaria's universities, "an excellent result for our first year," said **Nely Yolovska**, IDG Bulgaria deputy managing director for Events, CIO and Network World.

*(L-R): **Cvetan Hinkin**, sales manager; **Jordanka Slavcheva**, sales manager; **Stoyan Pissov**, IT support technician; **Nely Yolovska**; deputy managing director; **Nadia Karadjova**, event manager; and **Bisser Boev**, IDG Bulgaria general manager.*

IDG Bulgaria's Events group, created in 1999, produces eight events a year (see sidebar).

"We create events that give the most IT perspective in both vertical markets as well as on hot technology topics," Yolovska said.

For the recent IT and Higher Education forum the Events group worked closely with the Bulgarian Ministry of Education and Conference of Rectors on the March event and commissioned the country's first research study on IT usage by both students and faculty at Bulgarian universities. Event sponsors included Microsoft, Cisco and Hewlett-Packard.

Since 2002 Yolovska and her team have also produced a related academic event, the IT Science Fair, working with the IT branch of the Ministry of Transport and Communications and the Bulgarian Academic Society and the United Nations Development Programme. Bringing together the best local academic and scientific IT achievements of the year, the fair is held in conjunction with the International Plovdiv Fair each September. All universities are invited to participate in a national contest, which draws significant media attention, and the 10 best IT projects are shown at the Plovdiv Fair with the top three awarded cash or products from the fair's sponsors.

This year's two-day Financial IT Forum combined two of the Sofia-based business unit's events — the Bulgarian Banking IT Forum and the IT for Insurance and Pension Insurance Forum. The first has been "very successful," Yolovska said, "the second not so, so one integrated event proved more profitable than two separate ones." Two-hundred-and-fifty senior IT managers, economists and finance experts came to learn about worldwide trends on how financial institutions, such as banks, insurance companies, pension firms and leasing companies, are integrating their IT systems, both in-house and with each other's. IBM, KPMG and Xerox were the event's lead sponsors, giving them "face-to-face marketing opportunities with a highly qualified banking audience," Yolovska said.

IDG Bulgaria events generally take two to three months to organize. "We discuss which are the most important topics for that community at that moment," Yolovska said. "Then we ask experts in the field for suggestions as to speakers." A month before the event, the team meets with the event sponsors to discuss the planned topics and speakers so the sponsors can adjust their role to better meet the needs of the audience.

Yolovska and her team work closely with Bulgarian government agencies and industry groups. "To be successful in the events business you must be close to them," she said. "If you are it's easier to attract more qualified participants and get more notable speakers." As a result, she said sponsors have more respect for you "because their customers rely on you and your advice."

Event speakers and panel moderators come from industry associations and federal departments, the staffs of IDG Bulgaria publications, IDC Bulgaria and IDC Central Europe/Middle East/Africa, industry associations and federal departments.

For more information, contact Nely Yolovska at nely_yolovska@idg.bg.

IDG Bulgaria's events lineup

- Bulgarian Financial IT Forum (formerly the Banking IT Forum); launched 1999, held six times since then.
- I-Security Forum; launched 2002, fourth edition to be held this month.
- Telecom Forum; launched 2004, two editions.
- IT for Utilities and Energy; launched 2004, two editions.
- IT for Higher Education; launched this year.
- e-Government/e-Municipality Forum; launched 2000, six editions.
- ERP and CRM; launched 2001, five editions.
- Law and IT; launched 2001, five editions.

IDG

June 13, 2005

Production Designer (CWI)
Computerworld.com has an exciting opportunity for a Production Designer. The designer will work closely with the online editorial and sales teams to maintain and grow a dynamic, news-oriented web site for our aggressively expanding business. The designer will provide ongoing design of the website, editorial special reports, news and continuing coverage packages and online promotional material. In addition, this person will create original graphics and icons for use on the site, implement the web design parameters, style guides and visual standards. Ideal candidates will have a bachelor's degree in a related area and 3-5 years of experience in the field or in a related area. Applicants should be familiar with a variety of the field's concepts, practices, and procedures. Successful candidates will rely on experience and judgment to plan and accomplish goals. Experience in PhotoShop, HTML, CSS, JavaScript and Information Architecture design a must. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Research Director, Health Delivery Segment (IDC)
IDC Healthcare Insights is seeking a Director to develop and manage research and custom research projects for the health delivery segment of the Healthcare industry. The Health Delivery Director will engage primarily with executives at large hospital systems, integrated delivery networks (IDNs) and IT vendors to identify opportunities for subscription-based research, custom research and related consulting. Custom research projects may include multi-client studies, IT benchmarking, business and IT alignment assessment, ROI analysis, market opportunity assessment and IT vendor selection. The Health Delivery Segment Director will be expected to develop and manage long-term research and consulting relationships with clients, including up-selling, cross-selling, repeat consulting engagements and contribute to strategy and operations of overall IDC Healthcare Insights business. The individual must have strong research development, writing and deliverable creation skills, project management experience, business development skills, as well as strong communication and presentation skills. Skills and Experience: The Health Delivery Segment Director will require strong leadership and team management experience and demonstrated success in creating positive change in a healthcare industry environment characterized by accelerating change, ambiguity and challenge. The desired individual will have an undergraduate degree with 7+ years working experience in the Healthcare industry with a focus on health providers, particularly within complex, IT-savvy hospital systems. Experience in a healthcare market advisory and/or consulting firm is preferred. Additionally, the following skills and attributes are desired: familiarity with qualitative and quantitative research methodologies and market modeling; strong writing skills including previous externally published work; strong collaboration skills; strong Word, Excel and PowerPoint skills. This position would be based in Framingham, MA (preferred) or U.S. (close proximity to a major airport). ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Storage Mechanisms: Disk (IDC)
IDC is seeking a Research Manager to manage its Storage Mechanisms: Disk research program. This position is part of the IDC Storage Research Group and will focus specifically on the hard disk drive (HDD) and HDD-related component markets and technologies. The ideal candidate should be skilled in the forecasting and analysis of IT-related markets, possess the ability to interact with client audiences including senior management, be able to articulate IDC positions that challenge client assumptions and provide insightful thought leadership based on industry-related dynamics. Key responsibilities include collecting, managing, and analyzing detailed quarterly data, writing frequent tactical and strategic research pieces, collaborating with other IDC analysts nationally and internationally, and producing multi-year forecasts based upon well-documented assumptions. Additional deliverables include completing consulting projects of varying length and complexity against pre-defined deadlines. The position is also responsible for responding to numerous inquiries from clients, investors, and individuals from the press. Important attributes for this position include responsiveness to customers, excellent oral and written communication skills, proficiency with Excel including the ability to develop complex market models. We are seeking candidates with 3 - 7 years of recent experience in the hard disk drive industry (ideally with HDD-related component understanding) who are highly motivated, and customer service-oriented. A Bachelor's Degree and industry proficiency is required. This position will be based in an IDC or remote office location. Travel is required approximately 20% of the time. ***Location: Flexible***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Director, Health Payor Segment (IDC)

IDC Healthcare Insights is seeking a Director to develop and manage research and custom research projects for the Payor segment of the Healthcare industry. The Health Payor Director will engage with executives at Health Plan and Health Insurance companies and IT vendors to identify opportunities for subscription-based research, custom research and related consulting. Custom research projects may include multi-client studies, IT benchmarking, business and IT alignment assessment, ROI analysis, market opportunity assessment and IT vendor selection. The Health Payor Segment Director will be expected to develop and manage long-term research and consulting relationships with clients, including up-selling, cross-selling, repeat consulting engagements and contribute to strategy and operations of overall IDC Healthcare Insights business. The individual must have strong research development, writing and deliverable creation skills, project management experience, business development skills, as well as strong communication and presentation skills. Skills and Experience: The Health Delivery Segment Director will require strong leadership and team management experience and demonstrated success in creating positive change in a healthcare industry environment characterized by accelerating change, ambiguity and challenge. The desired individual will have an undergraduate degree with 7+ years' working experience in the Healthcare industry, particularly within complex, IT savvy health plan/insurance companies; experience in a healthcare market advisory and/or consulting firm is preferred. Additionally, the following skills and attributes are desired: familiarity with qualitative and quantitative research methodologies and market modeling; strong writing skills including previous externally published work; strong collaboration skills; strong Word, Excel and PowerPoint skills. This position would be based in Framingham, MA (preferred) or U.S. (close proximity to a major airport). ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Healthcare Insights (IDC)

Healthcare Insights, an IDC company, is responsible for developing market research and advisory services focused on the Healthcare Industry. We are currently seeking a Senior Account Executive who has been successful selling into global healthcare provider and payer organizations as well as IT vendors who serve the healthcare industry. Responsibilities and Clients: This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Healthcare Insights practice. This position will have nationwide sales responsibilities for selling the Healthcare products – subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings primarily to CIOs but to other CXOs as well, and tailor the Healthcare Insights offerings to client needs. The individual must be knowledgeable about IT issues in Healthcare, have relationships with Healthcare companies and IT vendors serving the Healthcare industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Skills and Experience: requirements for the position include 5-10 years of demonstrated success in a quota-carrying capacity, a strong willingness and aptitude to work collaboratively, strong written and presentation skills, ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients; proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. An MBA is a plus. This position will be based in Framingham, MA (preferred) or U.S. (close proximity to a major airport) and requires 35% travel. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Design Intern (IDGE)

IDG Entertainment is seeking a Design Intern to work closely with our Associate Art Director. Duties include archiving/tracking art assets, Photoshop work, scanning, and editorial design. This is a fast-paced environment that will provide plenty of on-the-job training as well as real-world publishing experience to help you hone your publishing skills. Candidates should have knowledge of standard desktop publishing programs such as Photoshop, InDesign, Illustrator, Quark, etc. as well as being Mac OS X proficient. Web design/programming skills are a plus. Please send resumes, .pdf samples of design work, and URL links to: ewang@gamepro.com. Please indicate Design Intern in the subject line when applying to this position. You must be currently attending a college or university. Creativity, self-motivation, and the ability to work well with others are a must. ***Location: Oakland, CA***

Contact: E. Wang, Email: ewang@gamepro.com

Online Editorial Intern (IDGE)

IDG Entertainment is seeking candidates for the position of Online Editorial Intern. You will be responsible for assisting the Editorial department in all areas as needed including writing, building, and developing designated channels within all internal sites in order to gain greater knowledge of online publishing and the video game industry. You must be currently attending a college or university. Creativity, self-motivation, and the ability to work well with others are a must. ***Location: Oakland, CA***
Contact: editjobs@gamepro.com, Email: editjobs@gamepro.com

Newsletter Product Manager (IFW)

InfoWorld is seeking an experienced Newsletter Product Manager to manage and develop the site's RSS and Newsletter businesses. InfoWorld has thousands of feeds and several high volume email newsletters covering the enterprise IT market. We aim to expand our offerings, develop new revenue streams and open up new distribution channels for our content. The Product Manager will define product requirements and business objectives including content, design, technology, revenue streams, marketing and sales strategies, competitive analysis and business development. Responsibilities include leading implementation; monitoring the product's effectiveness and managing product evolution and growth; developing business relationships with third-party companies for technologies, applications and content; and managing cross-functional teams (editorial, marketing, IT, design, sales) during product development lifecycle. The ideal candidate will have 3-5 years of Internet experience with responsibilities that directly impacted revenue or product. S/he must possess excellent product and project management skills, an understanding of the needs of the audience, and the ability to direct all aspects of a multifaceted online project. Strong organizational and people-management skills are required, as well as solid knowledge of Web-based business tools and technologies. Please be intimately familiar with RSS and blogging tools. Please submit cover letter, resume and salary requirement to onlinejobs@infoworld.com. Please reference "Newsletter Product Manager" in the subject line. ***Location: San Francisco, CA***
Contact: M. McAlister, Email: onlinejobs@infoworld.com

Associate Publisher, West (IFW)

InfoWorld is seeking a seasoned sales professional to lead its sales efforts on the west coast. As a "player/coach," the Associate Publisher, West will be responsible for developing new accounts and growing existing accounts in a defined territory, as well as managing/mentoring a sales staff and directing all of the western regional sales efforts for InfoWorld's expanding portfolio of products. S/he will make calls at the highest levels possible and must be skilled at selling compelling, integrated programs to clients and agencies. Candidates should be customer-centric, articulate, and comfortable building senior level relationships. The ideal candidate will have a comprehensive knowledge of the high tech market, extensive contacts in the IT industry, excellent communication skills to motivate a sales team, and the ability to deliver sales strategies to highly sophisticated clients. A minimum of 7+ years of ad sales and sales management experience for a business and/or technology publication is required. Please submit cover letter, resume and salary requirement to jobopps@idg.com. Please reference "IFW Assoc. Publisher, West" in the subject line. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Events & Custom Publishing Sales Manager (IFW)

InfoWorld is seeking a seasoned sales professional to join its team to expand its event sponsorship and custom business opportunities. The Events & Custom Publishing Sales Manager will be responsible for selling event sponsorships to executives in IT vendor companies along with developing and selling integrated marketing programs that include online and print. Intimate knowledge of current IT concepts and vendor/user relationships is required as well as a proven track record in selling conference sponsorships to the executive level. Requirements include ability to succeed as an individual contributor while being able to work as a team player with our field sales force. An aptitude to work independently will drive the success of the Sales Manager and their related projects. Travel is required. Please have an MBS, BA or equivalent. Please submit cover letter, resume and salary requirement to jobopps@idg.com. Please reference "IFW Events Sales Manager" in the subject line.
Location: San Francisco, CA
Contact: K. Coldwell, Email: jobopps@idg.com

Audience Development Manager (IFW)

InfoWorld is seeking an Audience Development Manager to drive the traffic strategy for its online business. The Audience Development Manager will identify and meet traffic goals, define audience metrics, grow new audience segments, open up and manage key partnership opportunities, manage freelancers and vendors, and support internal data analysis requirements. Specific responsibilities will include planning and managing traffic-driving promotions for InfoWorld.com, including paid and natural search, CPC programs, newsletter and email programs, sweepstakes, contests, content feeds (including RSS) and cross-promotional links. The Manager will identify and prospect for new traffic-driving partners and will negotiate and close deals. Other duties will also include regular monitoring and reporting on performance, among other projects. Candidates must have a background in web traffic analysis; demonstrable best practices for determining and supporting high-value customers; solid written communication skills; excellent quantitative and analytic skills (SPSS, Excel, etc.); experience with SQL, database query tools and basic database design concepts; and expert ability to read databases and deliver consumer insights. Key skills include synthesizing complex data into simple messages, and managing customer databases. Expertise in direct marketing is a plus. An understanding of web analysis tools (like WebTrends, Omniture, and Hitbox) is key. Please have 4+ years of digital media web audience analytics experience. Bachelor or Masters Degree in a relevant field is strongly preferred. Please submit cover letter, resume and salary requirement to onlinejobs@infoworld.com. Please reference "Audience Development Manager" in the subject line.

Location: San Francisco, CA

Contact: M. McAlister, Email: onlinejobs@infoworld.com

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Current Jobs, Week of June 13, 2005

BU	Category	Title	Location	Contact	Email	Phone
BioITWorld						
	Sales	Online Account Executive	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
Computerworld						
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Production Designer	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	Director, Event Programming, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Cust Serv	Member Services Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Gen	Operations Coordinator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Prod	Production Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	District Sales Manager	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Regional Sales Manager	East Coast	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Central Services						
	Facilities	Office Services Coordinator	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Art/Design	Design Intern	Oakland CA	Eugene Wang	ewang@gamepro.com	510-768-2700
	Edit	Associate Content Producer	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	IS	Desktop Support Specialist	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	West Coast Sales Manager	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Sales	Regional Sales Manager	Singapore	Alana Dros	alana_dros@idg.com	508-988-7870
InfoWorld						
	Events	Events Coordinator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Audience Development Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	Newsletter Product Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	Product Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Sales	Associate Publisher, West	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Events & Custom Publishing Sales Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Mac Publishing						
	Ad Sales	Online Account Representative	Framingham MA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	Ad Sales	Regional Ad Director	Paramus NJ	Patricia Duarte	pduarte@nww.com	508-490-6478
	Edit	Copy Editor	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Admin	Executive Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Advertising Operations Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
	Online	Director, Online Marketing	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Event Services Coordinator	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Mktg	Audience Development Specialist	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Audience Development Specialist	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Intern	Research Intern, Content Management	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Intern	Research Intern, Worldwide Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	IS	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Relationship Mgmt/Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Semiconductors	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker Product	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Servers	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Director, Application Development & Deployment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Content Technologies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Health Delivery Segment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Health Payor Segment	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network Lifecycle Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Director, Executive Advisory Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sales Operations Coordinator	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Intern	Research Intern, Life Science Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Mac Publishing

continued from page 1

grow and serve its own unique community."

Other than integrating Mac Publishing's ad network into the site, Galang said Mac Publishing has no intentions to change the design of the site or incorporate it under Macworld.com. Rather, Macworld.com will develop hints.macworld.com using some of the more mainstream hints from MacOSXHints.

Griffiths has been a Macworld contributing editor since April 2002 and has written a monthly Mac OS X Hints column for the magazine since November 2003. "During this time, I've come to know the staff at Macworld quite well, and they're a great group of people who believe in the Mac and their role in providing useful information to Mac users," Griffiths said on his site.

Griffiths has also written two books, "Mac OS X Hints: Jaguar Edition" and "Mac OS X Power Hound: Panther Edition" and produced an iWork training video, "Inside iWork '05" as part of Magent Media's Digital Media Training Series.

Contact Rob Griffiths at rgriffiths@macworld.com or Kasey Galang at kgalang@macworld.com. WU

Carrigan

continued from page 1

Kenealy stressed that this appointment in no way signals a shift away from IDG's renowned decentralized operating style. "Bob and I are both products of and big fans of decentralization and the market knowledge and customer closeness it produces," Kenealy noted. "Bob's appointment will especially help our strategic work with our top 100 customers — especially in the online and event areas where Bob has had so much success."

Carrigan has been president and CEO of Computerworld since April 2003 after spending four years at America Online where he held a variety of senior positions within the Interactive Marketing group in New York. Prior to his years at AOL, Carrigan spent 11 years at IDG, where he began his career as an intern at Digital News while still an undergraduate at Boston University and, ultimately, served as VP/associate publisher of PC World.

Carrigan will be based in Boston at the IDG Corporate Support Center and will also have an office in Framingham, Mass.

Write to bob_carrigan@computerworld.com. WU

HotJobs

continued from page 1

this online," Pinchin said. With close to half of readers connecting with the company's various brands online, "we needed to find a way to expose them to the job market and entice them to visit our JobUniverse site," Pinchin explained.

The solution turned out to be both simple and effective, Pinchin said. Each of the publication's Web sites now contains a Hot Jobs box prominently positioned on its home page. The Hot Jobs box contains a list of 10 jobs. When users click on a job, they are automatically routed to the JobUniverse site, where they will in turn be exposed to many other vacancies.

"We sold one Hot Job slot to each of 10 different recruitment agencies, each of which paid $1,000 per month for the listing," Pinchin said. Each agency was required to sign up for a minimum of six months. Agencies may select a different job to profile in the Hot Jobs box each day, and in addition, receive unlimited postings on JobUniverse.

"We sold out the Hot Jobs spots in three weeks," said Pinchin, adding "we should have charged more!" To meet demand, Pinchin said his team will increase prices for the Hot Job listing as well as offer a different set of 10 jobs on each site. (Currently the Hot Jobs box on each of the publications' sites contains the same 10 jobs.) "We needed to establish the concept before adding to it and driving up the rates," he explained.

Last month's launch of Hot Jobs instantly tripled the company's online recruitment revenue, has prompted an immediate increase in the number of positions being advertised on JobUniverse and boosted traffic to the site.

Pinchin said that IDG's advantage against its competitors in this arena is that it is able to attract passive job seekers who visit the publication sites because they are looking for information, not jobs. "IT professionals visit our sites for our content; most other job boards only attract active job seekers as they have no real content to attract people. We expose our readers to these jobs subliminally on our publication's sites, which gives us a pretty unique advantage in the current market conditions."

For more information, contact Bob Pinchin at bob_pinchin@idg.com.nz. WU

noteworthy people

New employees

Griffiths

Mac Publishing has hired **Rob Griffiths** as senior editor. A Macworld contributing editor since 2002, Griffiths is the founder of the Mac OS X Hints Web site (www.macosxhints.com), a site he will continue to run, and has written two books on the Apple operating system, as well as produced an iWork training video. He earned a B.S. in finance from Colorado State University and an M.B.A. from Boston's Northeastern University. He enjoys golf, travel and spending time with his family. *robg@macosxhints.com* or *rgriffiths@macworld.com*

Aronoff

David Aronoff joins IDG Ventures Boston as general partner, coming from Greylock Partners where he led successful investments in communications, systems and semiconductors for nine years. He holds a B.S. in computer science from the University of Vermont, an M.S. in computer engineering from the University of Southern California and an M.B.A. from Harvard Business School. He serves on the advisory board of the University of Vermont's College of Engineering and the board of directors for the Jewish Community Centers of Greater Boston. He was recognized by Forbes magazine as one of the top venture capitalists in 2005 and 2005. *daronoff@idgventures.com*

IDC Framingham has hired **Ryan Patterson** as an analyst account manager. He was previously a senior sales representative with T-Mobile and holds a B.A. in computer engineering from Northeastern University in Boston. Away from the office he enjoys golf and softball and sings and plays guitar in a band called Babareef. *rpatterson@idc.com*

PETER SHORT
Patterson

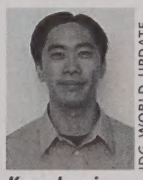
Erin Brennan joins IDC Framingham as a human resources assistant, coming from Community Newspaper Co. where she was the human resources recruitment assistant. Last year she graduated from Regis College in Weston, Mass., with a B.A. in communications. *ebrennan@idc.com*

PETER SHORT
Brennan

IDC Framingham's Human Resources department has also hired **Stephanie McCallum** as a human resources representative, a title she also held at her previous employers, NaviMedix, Inc. and Teradyne, Inc. She graduated from Hofstra University in Hempstead, N.Y., with a B.S. in psychology and enjoys cooking, reading and home improvement projects. *smccallum@idc.com*

PETER SHORT
McCallum

Kenji Kawakami joins Macworld as a sales associate, coming from Dow Jones & Co., Inc. where he was an advertising coordinator. He earned a B.A. in English from George Washington University in Washington, D.C., and attends many live music shows in San Francisco in his off hours. *kkawakami@macworld.com*


IDG WORLD UPDATE
Kawakami

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

number of jobs now available: 43.
To see job details, a user pays US$1.00 which is paid using premium SMS service.

Q Is IDG Hungary doing anything in the area of paid online services?

A We are working a lot on this area and have some initial results, but FY06 should be the year we break through. One major project we are working on is a cooperative arrangement with Hungary's largest commercial bank, OPT Bank (www.otpbank.hu) for a simple and secure online payment system that can be used for payment of any of our services such as subscriptions, archive issues, downloads, games and gadgets.

Using the traditional bankcard payment scheme, the seller (IDG) requests the card number and expiration date of the purchaser's card and withdraws the amount. This is called the two-participants method, but it is not completely secure and people do not like it. With the new system we are developing, IDG will provide a link to the OTP Bank's own site, which is a secure site. The client and the bank make the transaction without IDG's involvement and the payment is made directly to IDG's account. This is called the three-participants method and requires a contract with the bank. Our software link-in is almost complete, and we hope to implement the new system shortly.

More online services:
- Online Company Register. This is a list of registered companies: also on mobile (see above) and on computerworld.hu/ceginfo.
- E-commerce already used but with easy payment and extended shopping list it should grow rapidly.
- „plaCTrend": an online product catalogue of wholesalers (or online channel magazine) that links the wholesaler to retailers and customers.
- Soon to come: broadband downloads (movies, games, software).

Q What is the biggest challenge facing IDG Hungary in the second half of FY05 and as you look to FY06?

A The transition from print to online. In FY06 we will budget almost 100% growth both in online and the event business. The challenge is to keep print revenue high while growing online revenues as quickly as possible. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com or fax 617--423-0712.*

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Matt Smith *Computerworld*

22
Derek Hulitzky *Computerworld*

21
Mitch Betts *Computerworld*

18
Gary Anthes *Computerworld*

17
Lottis Bergsson *IDG Sweden*

13
Agnieszka Cybulska *IDG Poland*

12
Mark Levitt *IDC*

11
Stephen Compton *PC World*
Virginia Lehr *IDC*

10
Monica Sambararo *Computerworld*
Emmie Hung Clark *Computerworld*
Jager de Jeroen *IDG Netherlands*
Tony Olvet *IDC Canada*

8
Walter Mehl *IDG Germany*
Dagmar Eiben *CXO Media*

7
Matthew Bath *Digit U.K.*
Mario Apicella *InfoWorld*

6
Wong Wai Chee *IDG Singapore*
Anush Yegyazarian *PC World*
Paul Morrisette *IDC*

5
Mark Savery *Computerworld*
Angel Julio Gonzalo *IDG Spain*
Torun Bjurman *IDG Sweden*
Marc Perrella *IDC Canada*
Stefan Willeke *IDG Germany*
Arturo Flores *PC World*
Romala Ravi *IDC*
Anna Danilenko *IDC*
David Shapira *IDC*
Stephanie Torto *IDC*
Robert Weber *IDC*

4
Andreas Schmitz *IDG Germany*
David Watson *IDG New Zealand*

3
Kathy Snow *Computerworld*
Stanley Jeong *IDC Korea*
Nina Olsson *IDG Sweden*
Nora Freedman *IDC*

2
Tanya Webber *IDC Australia*
Susan Teo *IDG Singapore*
Elka Ghudial *IDG Global Solutions EMEA*
Quincey McCloud *IDC*
Sophie Louvel Schmitt *IDC*
Emmanuel Doe *IDC*
Natalya Yezhkova *IDC*

1
Shari Ebb *Computerworld*
Magdalena Szczodronska *IDG Poland*
Linda Neo *IDG Singapore*
Glaucia de Britto *IDG Brazil*
Katja Thiem *IDG Germany*
Robert Cerulle *IDC*
Randy Grossman *Financial Insights*
Heather Karki *IDC*
Donald MacDonald *IDC*
Gregory Harsh *IDG Entertainment*
Ilana Minkoff *IDG Enterainment*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

It's time for the 2006 IDG Employee Photo Calendar Contest!

The calendar pictured here is hanging in IDG business unit offices and cubicles around the world. Here's your chance to submit up to two photos and vie for the chance to have your photo earn worldwide visibility in the 2006 version. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

To enter the 22nd IDG Employee Photo Calendar contest and win fame, fortune and 30 days of bragging rights, here's what to do:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 16.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. Questions? Write to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Coming up

Computerworld Mobile & Wireless World
June 13-15
Hyatt Regency at Gainey Ranch
Scottsdate, Ariz.
www.mwwusa.com
john_amato@computerworld.com

IDC RIFD Update
June 14
Boston
www.idc.com/rfid05

CIO Canada Outsourcing Summit
June 15
Toronto Stock Exchange Conference Centre
Toronto, Ontario
www.itworldcanada.com

IDG U.S. Online Meeting
June 16-17
Boston
Contact: Morris Effron
morris_effron@idg.com

IDG European Publishing Institute
June 20-22
Amsterdam
Contact: Laurie Butson
laurie_butson@idg.com

Business Performance Management and Business Intelligence Conference
June 29
Radisson SAS Portman Hotel
London
www.idc.com

celebrating 10!

Raimon Gort

Joined IDG Netherlands
January 1991, account manager Computerworld

Career path
Account Manager, Computerworld; Sales Manager, Lotus Magazine; Marketing/Sales Advisor, IDG Netherlands; Sales Manager, IDG Netherlands; Publisher, IDG Netherlands; Sales Director, IDG Netherlands; Director, IDG Netherlands/Print; Managing Director.

Current job
Managing Director; responsible for running the Dutch IDG operation.

I joined IDG because
I saw a big opportunity with an unusual company that I had never heard of before.

Best part of your job
Making the best Dutch ICT products with the best group of people.

Most unusual thing that's ever happened at work
When the company moved from Amsterdam to Haarlem, no one gave me the new address. It's difficult to find your new workplace if you have no clue where to go.

If you could change one thing about IDG, what would it be?
More peer-to-peer contact between the functional groups in different countries.

Best way someone could compliment you on your work
Say "I have confidence in what you are doing."

Most rewarding thing you've ever done?
At work: Signing the new HCC contract (IDG Netherlands' partnership with the world's largest computer club) nearly three years ago. In private: Becoming father of two of the most handsome boys in the world.

*IDG Netherlands Managing Director **Raimon Gort** celebrated his 10th anniversary with the company as the guest of IDG Chairman **Pat McGovern** during a dinner in Amsterdam.*

Work accomplishment you're most proud of
In FY04 IDG Netherlands had to reorganize, which was not a fun job to do. But we did it with respect for all individuals concerned and managed to keep the company in the right direction for the future.

First job
Turning cheese at a cheese warehouse.

Best piece of advice you've ever received
It's better to have tried something and have it fail instead of looking back and wishing you had tried it.

Interests outside the office
Watersports/boating, family, skiing, gadgets

Family
My wife, Anita, and boys Andres, 4, and Enrique, 3.

What's your favorite thing on your desk?
A picture of the entire family taken in Colombia.

What ability do you wish you had that you don't have?
The skills to be a professional soccer player.

Favorite vacation spot
Italy.

More "Celebrating 10" on IDG Central

To read the full text of these Celebrating 10 profiles, go to the IDG World Update section of www.idgcentral.com and click on "More stories."

Agnieszka Cybulska
Sales and Marketing Director
IDG Poland

"When I organized the first IT Leader Gala eight years ago, I received notes of congratulations from many people in our company. But one of them said that it was the best thing IDG Poland has ever done in the marketing field! That was very nice to hear."

Bea Horvath
Payroll accountant
IDG Hungary

Last year Bea received a cash reward for her faultless administration of the company's tax return files in 2004. She enjoys aerobics classes in her spare time and vacations at the Croatian seaside. Bea hopes to travel to Japan someday.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Kate Castle *IDG Ventures*
Agnes Hejjas *IDG Hungary*
Joanna Konieczna *IDG Poland*
Annemarie Lootsma *IDG Netherlands*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG signs new Computerworld license in Kazakhstan

Computerworld Kazakhstan launched in May as a monthly. It faces competition from seven IT magazines and two newspapers.

IDG officially planted a flag in yet another new country with the launch of Computerworld Kazakhstan in May. Produced under a license agreement by IT Publishing, a company based in the capital city of Almaty, the monthly A4-size tabloid targets a broad range of readers — managers, CIOs, IT engineers and anyone else with a "deep interest in business-related IT issues," said Editor-in-chief **Alexandr Galiyev**.

The first issue had 20 pages with a mix of local content and stories drawn from the IDG News Service. Subscribers to IT Publishing's two now-closed B2B titles will receive CW Kazakhstan. The company has retained several new subscription agencies to help it build circulation from 2,000 to 5,000 within the first year, and plans to boost frequency to biweekly after the first year. IT Publishing's eight-person staff also produces a monthly consumer magazine, MegaByte.

Galiyev said reaction from readers and advertisers as been "100% positive." His team's biggest challenge will be to "change our usual style of writing to correspond to Computerworld's, which tends to be more detailed and precise," he explained. "And, of course, it is pretty difficult to find enough advertisers. Our market is developing, and a lot of global vendors are keeping an eye on our country. But we are the top publisher, and I'm sure we'll have a good future."

***Alexandr Galiyev** is editor-in-chief of CW Kazakhstan.*

Kazakhstan is a leading economy in Central Asia but still extremely small compared to any Eastern European economy. According to IT Publishing's research, about 30% of the country's 15 million residents have mobile phones, and Internet penetration in Almaty, Kazakhstan's largest city, is 15%. Companies in the capital spend about 1% their revenue on IT annually.

Write to Editor-in-chief Alexandr Galiyev at galiev@interface.kz.

WU

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IDC Japan celebrates three decades in local market *page 4*

It's time to enter the 22nd IDG Employee Photo Calendar Contest! *page 7*

Celebrating 10: IDG Netherlands Commercial Director Fred Driessen *page 8*

IDG Entertainment aggregates game content on Games.net

Portal includes news, opinion, tips, purchase information, blogs and more

Gamers, start your platforms — and your browsers. Games.net is here to help you play better. Set to launch this month (and currently in preview mode), the IDG Entertainment (IDGE) portal site is a centralized collection of gaming content, offering industry news and opinion, tips and cheats, purchasing information, Web logs, game and movie trailers, game walk-throughs and more.

"Games.net is the perfect complement to all of IDGE's online properties and partner sites," said **Craig Eastman**, director of online product development. He said today's gamers want multiple opinions and reviews without having to work to find them and are demanding a voice in how games are received and reviewed. "On Games.net, a user can easily access a game's product page and receive a plethora of content choices — multiple professional reviews, user reviews, cheats, codes, screenshots, downloads, and even related feature articles or blogs."

MICHELE NELSON

*Members of the Game.net development team included (l-r): Director, Online Product Development **Craig Eastman**; Web Developers **Jason Klingstedt**, **Justin Lewis**, **Brian McKenzie**; and Web Development Intern **Sui Mak**.*

continued on page 5

in brief newsworthy

Clients welcome revival of Computerworld Hong Kong awards

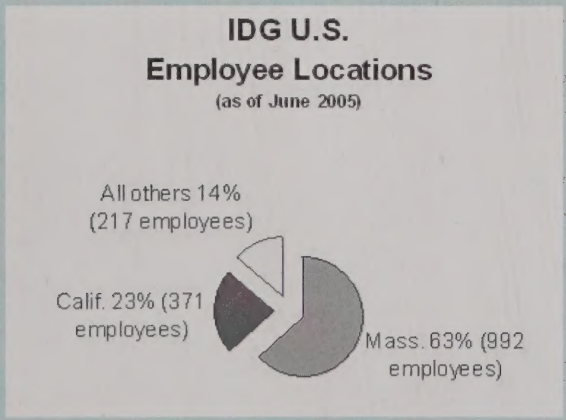
*A subset of the 13-member Computerworld Hong Kong staff celebrate their successful event. (L-R): **Chee Sing Chan**, editor; **Basmah Lok**, marketing & Web manager; **Angelica Choi**, sales coordinator; **Eunice Chan**, assistant accounting manager; **Katherine Kwok**, business manager; **Stefan Hammond**, assistant editor; **Sheila Lam**, senior reporter; **Eric Lam**, art director; **Connie Yip**, sales manager; and **Howard Ma**, associate publisher.*

Computerworld Hong Kong hosted a gala awards event on June 1 and presented 32 awards to companies for products judged by readers to be the best in their categories. Hewlett-Packard led the winners with seven awards. "Everything went brilliantly," said Associate Publisher **Howard Ma**. "Even the attendees who didn't get to the awards stage were happy, because they felt this kind of event shows a dedication and commitment to clients and to the market."

The awards ceremony had been on a two-year hiatus due to the SARS outbreak in 2003 and the 2004 change of the CW Hong Kong company from an IDG subsidiary to the licensee Advanstar Asia. Advanstar is currently shifting to the global Questex name.

Contact Howard Ma at hma@questex.com. WU

By the numbers



World Update is available as a PDF

If you would like to receive IDG World Update by e-mail as a PDF document each week, send a request to world_update@idg.com and include your name, business unit and e-mail address.

Network World honored at Integrated Marketing Awards

DOUG GOODMAN

*Debbie Vodenos, Publisher, min and min online; **Kate Zinn**, director of Integrated Solutions, Network World; Maria Floria, director, Enterprise Product Marketing, Network Operations Software, Lucent Technologies.*

Network World earned an honorable mention in the Customized Web Site/Microsite category at min's Integrated Marketing Awards presentation on June 7 in New York City. The awards recognize innovative campaigns, creative programs and individuals that are establishing strong magazine-agency-brand relationships and cross-media marketing.

Network World and Lucent collaborated on a microsite that provides an overview of Lucent software resources including product information, downloads of evaluation software, online software demonstrations, independent special reports and analysis, IDC white papers and online ROI calculators as well as links to Lucent services, training and events. The site is hosted on nwfusionpartners.com.

An earlier version of Network World's Lucent project was the B2B winner in the category last year, the first time the awards had been held. This year's event was even more competitive with 14 entries in the category and more than 100 in the competition overall.

Contact TerryAnn Croci at tcroci@nww.com. WU

Fortune's "Best Places to Work" survey to be distributed this week

IDG is being considered for inclusion on the 2006 Fortune "100 Best Companies to Work For" list. This list is compiled by the Great Place to Work Institute, an independent research firm. As part of the process, a survey will be distributed via e-mail to a group of randomly selected U.S. employees to get their opinions about different aspects of working at IDG.

If you are one of the randomly selected employees, you are encouraged to complete the survey and be candid in your responses as no one from IDG will see your responses. Your participation is greatly appreciated.

one on one *the interview*

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

"IDG's key managers are the business unit managers, not the headquarters management team."

Q In 1999, Joe Levy was named president and CEO of IDG Communications. Since his departure from IDG several years ago there hasn't been a president IDG Communications. Will Bob Carrigan's new role be similar to Joe's? And if not, how will it differ?

A A few people have held the title or one close to it over my 19 years at IDG, but I defined the job looking forward, not backward, and Bob and Joe are different people, with different skills, and different styles.

Bob's job is simple: To make sure IDG's U.S. business units — individually and collectively — increase revenues to produce more profits to produce more future investments to produce more shareholder value for us all.

In the U.S., some of the big ways to increase revenues are to get closer to IDG's biggest customers, who often have U.S. presidents of their own, and to help IDG's U.S. business units diversify their revenue streams to include more online and event revenue — two things Bob has done especially well at Computerworld.

Q In last week's article in World Update, you said, "We felt the time was right to add a dedicated executive focused on our media business, both print and online." Why is the time right? What benefits do you anticipate this move will result in for our customers?

A The time is right because IDG is growing ever bigger, ever more diversified, and ever more global — and so are our biggest clients. Customers should see three main benefits from the new structure: First, our customers will have a senior U.S-based IDG line executive available to work with, even when **Pat McGovern** and I are out of the country, or working on venture capital, research or event operations.

Second, as the presidents of our major U.S. customers navigate the print-to-online "megatrend" affecting IT marketing communications, they will have an online-experienced senior IDG executive who shares their "same country, many markets" perspective.

Lastly, Bob is IDG's first "post-Internet president," and he brings online and event subject matter expertise that is personally unique.

Q What, if any, organizational changes should employees anticipate as a result of this appointment?

A Virtually none. Bob and I are both products of and fans of IDG's decentralized operating style. We both think independent, expert business units serve customers best. My rough estimate is that Bob will have roughly a dozen profit center managers reporting to him, so the business unit heads shouldn't feel much of a difference, and the average IDG employee should feel even less.

Q Is Bob now a member of the IDG Management Team?

A Yes, but let me make an important point here: IDG's key managers are the business unit managers, not the headquarters management team. Bob will join the Management Team's monthly financial review meetings — just as **York Von Heimburg** [managing director of IDG Business Verlag GmbH in Germany] does today — but he will spend much more time with customers and the business units than he will with the headquarters staff.

Q During the recent Global Media Insititute, you talked about IDG's transformation to an information services company. Can you elaborate?

A When I graduated from college, I wanted to be a magazine publisher, the way some people wanted to be syndicated newspaper columnists or book publishers. To me all those were "publishing" jobs If you added in friends who wanted to be television network executives, movie producers, radio station managers, and advertising agency creative directors, we all wanted "media" jobs. To include all those folks who wanted to be trade show producers, conference impressarios, and Bloomberg-like online moguls, you have to use a pretty general term, and "information services" is the current all-inclusive term.

It's all semantics, but remember what happened to the railroad companies that couldn't distinguish between the "railroad" business and the larger "transportation business," which included airplanes, interstate trucking, etc. Using the term "information services" is just a way to remind all of us at IDG to use any and all media and services to help bring IT buyers and sellers together.

What's on your mind?

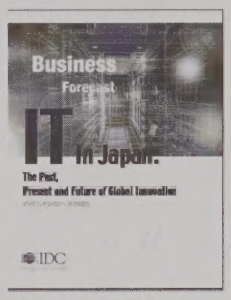
*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com or fax 617--423-0712.*

IDC Japan celebrates three decades in local market

IDC Japan turned 30 in April and marked the milestone with the publication of a history of the local market titled "IT in Japan: The Past, Present and Future of Global Technology" covering 30 years of technology history and IDC Japan's contributions to the industry. In addition, the company's 50 employees celebrated at a party at a local restaurant to which special guests IDC Senior VP, International Business **Philippe de Marcillac** and IDG Japan President & CEO **Setsuro Tamai** were invited.

Stressing that "you – our employees — are the most important assets of IDC," **Masato Takeuchi**, managing director of IDC Japan, publicly recognized each employee who has worked for IDC for five or more years at the anniversary party.

IDC Japan held its first Directions conference (then called IDC International Computer Seminar) in 1975, attracting more than 100 delegates who spent the better part of the day learning about IBM's plans and strategies. On May 19 of this year, IDC Japan held its 29th Directions in Tokyo bringing together a record 390 delegates, 130 of whom remained for an informal cocktail reception at the day's end.



IDC Japan published this report detailing 30 years of IT history in Japan to coincide with its 30th anniversary.

IDC Japan has earned the IDG Chairman's Cup for overall excellence three times, in 1981, 1984 and again in 1988. The company offers 10 Continuous Information Services and five Tracker services.

For more information, contact Marketing Specialist Maki Yokota at myokota@idcjapan.co.jp.

Some of the 50 IDC Japan employees gathered at the company's 30th anniversary celebration.

*IDC Japan Managing Director **Masato Takeuchi** addresses the gathering at IDC's anniversary celebration held in April at the Camellia French restaurant in Tokyo.*

*IDC Senior VP, International Business **Philippe de Marcillac** was among the guests who joined IDC Japan staff to celebrate three decades of service to the market. De Marcillac recalled the early days of IDC Japan when it published an English-language version of IDC's Grey Sheet, called the Blue Sheet, to assist overseas vendors enter the Japanese market.*

IDC Japan highlights

1974	First English EDP Japan Report is published
1975	IDC Japan is established Yuji Ogino becomes the first president First IDC International Computer Seminar (Directions Tokyo) is held
1981	IDC Japan receives IDG Chairman's Award
1984	IDC Japan receives IDG Chairman's Award for the second time
1985	Annual service launched for IBM Asia Pacific Group
1986	Services launched for NCR, DEC, Unisys and Arthur Andersen
1988	IDC Japan receives IDG Chairman's Award for the third time
1991	First Japanese-language custom research report issued
1993	First Japanese CIS report issued
1993	Atsuo Ochi becomes IDC Japan's second president
1995	Kenji Muto named president of IDC Japan.
1995	First QMA published
2000	Masato Takeuchi takes over as fourth president of IDC Japan
2001	First Storage Vision is held
2004	IDC Japan moves to new office in Kudanshita
2005	IDC Japan celebrates 30th anniversary

IDG

June 20, 2005

Communications Program Manager (CXO)

The candidate will work closely with the GM of the CSO Executive Council, the Director of Member Services, Council professional staff, team members in marketing and additional CXO departments. Responsibilities include seeking information from and communicating the status of all aspects of activity, results, initiatives and strategic security issues to members and internal staff. Assist in the creation and dissemination of key information, results, programs, and tools that Council members use. These tools will focus on security needs, issues, trends, and leadership development, thus ensuring the success of members and the security function within their companies. Excellent writing, editing, verbal communication and listening skills. Comfortable creating and leading one on one demonstrations and delivering them at an executive level. Knowledge of corporate security issues and trends preferred, but similar experience and responsibilities of equal complexity will be considered. Expertise in multi-tasking and organizational skills. Experience with web-based communications such as blogs, forums, and newsletters a plus. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Deputy CIO (CXO)

CXO Media has an exciting opening for a Deputy CIO. The Deputy CIO will assist the CIO in providing leadership to the Information Technology department and delivering on several strategic projects. The position will have responsibility for the implementation of key IT initiatives involving application/database development and systems architecture for both online and back-office projects. Candidates should have at least 10 years in a management role in a high tech IT environment, ideally including familiarity with and understanding of a Linux, Apache, sql, and PHP architecture. The individual should have strong technical, leadership, communications, and interpersonal skills and be able to motivate and inspire an already high-performing team. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling the CIO Executive council membership program to CIOs and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required.
Location: Midwest
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior User Support Specialist (CXO)

CXO is seeking a highly motivated and enthusiastic Senior User Support Specialist to join its IS department. The ideal candidate will have excellent communication and customer relation skills. In this position you will assist with the deployment, support and administration of enterprise wide technologies and services. The Senior User Services Specialist will ready desktops, laptops and MACs, installing the necessary software, configuring the system, testing the configuration and delivering the systems to end-users. You will identify and work to resolve application and system usage and technology problems. Ideal candidates will possess 5-7 years PC and Mac experience supporting Windows XP, MAC OS/9, OS X 10.3, AdmitMac, G4/G5, IMac and all the most recent software. Must have proven experience in a publishing environment with a focus on supporting the latest software; Microsoft Office (Word, Excel, PowerPoint), Project, QuarkXPress, Quark Publishing System (QPS), Adobe Acrobat, Photoshop, FileMaker Pro, Lotus Notes, ALS (Ad Layout Software), K4. Proficient in Adobe InCopy, InDesign, Photoshop CS, Illustrator CS, CopyDesk. The ideal candidate will have experience in all of the above and will possess the ability to answer questions, train users and identify ways to improve current processes based on the latest technology. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Oracle DBA (CXO)

CXO Media Inc. seeks an experienced Oracle DBA to administer and maintain databases in support of multiple publications. Key requirements for the position include: installation and maintenance of Oracle9i/10g databases, 10gAS applications server, broad knowledge of database architecture/advanced tuning regimen, VLDB, proficiency in PL/SQL, and experience with SQL*NET connectivity. The successful candidate will also have extensive experience with backup/recovery techniques (RMAN), Enterprise Manager (OEM + ESM), Oracle Security (Oracle Internet Directory / SSO / LDAP), and working familiarity with application tuning using ExplainPlan, Tkprof, Quest SQLab and/or TOAD. Strong communication skills and experience with software development life cycle documentation are required. The candidate should have general OS knowledge (Windows/Linux), and excellent shell scripting abilities. Experience with publishing, distributed transaction processing technologies, and web development is a plus. Educational background should include BS in Computer Science or a related discipline. 8-10 years experience required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Marketing Specialist (IDC)

IDC is seeking a Marketing Specialist to coordinate, manage and track details for external marketing campaigns and internal marketing resources. The IDC program the individual will support in conjunction with the Marketing Programs Director is the Global Access group (Investment Research Services, Global IT Advisor, and IT Advisory Tools). The core responsibilities of the Marketing Specialist are: Managing the Access group Breakfast Briefing invites, RSVPs, and logistics; Working with IDC analysts on events and marketing promotions; Managing the leads tracking database; Coordinating the event marketing campaigns utilizing the Bigdough, VentureXpert & Zoom Information leads databases; Coordinating logistics for conferences/events – IDC's annual Directions conference and specialized events; Creation of IDC Fact Sheets; Distribution and organization of collateral materials; Maintaining/updating the marketing materials housed on IDC's Knowledgebase based intranet system; Overseeing and tracking the marketing budgets. The Marketing Specialist will interact with individuals both internal to IDC and with clients of the Global Access group. Interaction will primarily be through phone and email for event planning and registration. The Marketing Specialist should understand the basics of the marketing process and how to maneuver the steps of a marketing project plan. The individual must be very detail oriented and enjoy all of the steps involved in planning events and marketing campaigns. In addition, it is important for the individual to have demonstrated clear written and verbal communication skills. Because the Marketing Specialist will be working to support multiple programs across IDC, the ability to handle multiple projects simultaneously is the key to success. Proficiency in MS Word, Excel & Powerpoint is required. An interest in the marketing function and the IT industry along with a BA degree and two-three years of relevant marketing work experience is preferred.
Location: Framingham, MA
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Prepress Manager (MAC)

Mac Publishing is looking for a Prepress Manager to be responsible for creating direct-to-plate files from myriad native application files and file formats; ensuring deadlines are met and pages are processed to meet printer requirements; and maintaining and calibrating the production department's hi-res 4C printers. The Prepress Manager will be Mac Pub's resident expert on emerging production technologies. Candidates must have expert skills in Quark, Photoshop, and Illustrator applications and solid knowledge of InDesign, Pagemaker and Freehand. Candidates should also be very familiar with PostScript, EPS, DCS-2, PDF, PDF/X1-A, TIFF/IT et. al. file formats. Scanning, color correcting and troubleshooting skills required; magazine production experience preferred.
Location: San Francisco, CA
Contact: S. Spingola, Fax: 415-442-0139, Email: sspingola@macworld.com

Web Developer (MAC)

Mac Publishing is seeking a web developer with 5 years' experience in web production/development, and 2 years with development as his/her primary responsibility. Candidates must be highly proficient in HTML, XML, JavaScript, PHP & Perl and have a good working knowledge of Unix/Linux command line environments and the Apache web server. MySQL experience a plus. Candidates must be organized and able to work independently and with others across multiple departments. The selected candidate will work with the Development Director, IT Director, editorial, sales and marketing departments to design, test and deploy applications for Mac Publishing's family of web sites. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Assistant Editor (MAC)

Mac Publishing is seeking an editor who is also an enthusiastic Mac user to generate great monthly content on the Web. The Assistant Editor's primary responsibility will be creating a monthly online editorial supplement to Macworld Magazine, coordinating with contributors and the rest of Macworld's editorial staff to generate content that's tied in with the monthly print issue and the Macworld.com web site. In addition, the Assistant Editor will be responsible for working with various Macworld editors on other print and new-media projects, to potentially include: lab testing and evaluation of hardware and software products in key categories, writing and/or editing of stories on key topics, or generating supplemental editorial how-to content. Candidates should have a BA/BS or equivalent and some editorial experience, preferably covering technical topics. Familiarity with the Mac platform would be a major plus. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Vice President, Publisher (MAC)

Reporting to the President of Mac Publishing, the Publisher will be responsible for the overall sales and marketing strategy and results for the company's online, print and related products. S/he will handle budgeting, planning and profitability analysis and interact with senior team members to optimize overall results and company profitability. S/he will recruit and manage department resources for online and print sales, marketing, and production. S/he will be asked to provide a strategic sense of mission to the team, to integrate the efforts of disparate groups, and to serve as an example in building working relationships in and outside the company. Ten+ years of sales and marketing management experience in print and online environments and a successful track record of growing revenues and profitability required. Candidates will have a broad understanding of sales, marketing, circulation and production; a comprehensive knowledge of the high tech market; extensive contacts in the tech industry; expertise in all critical sales management techniques; and the ability to deliver marketing and sales strategies to sophisticated clients. The ideal candidate will also have sales experience and high-level contacts in the Mac market. This position will be based in our San Francisco office, but availability for extensive travel is essential.
Location: San Francisco, CA
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Human Resources Manager (PCW)

PC World seeks a whip-smart, motivated and resourceful Human Resources Manager to join a fun and dynamic team in its San Francisco office. The ideal candidate will be able to operate independently as well as part of a team to consult and provide support across all functions of human resources. Responsibilities include recruitment management; handling employee relations issues with sensitivity and finesse; compensation design; performance management; regular interaction and collaboration with management; and expert benefits, leaves, and workers compensation administration. Working in collaboration with the VP/HR and HR Coordinator, the HR Manager will also develop new training opportunities for employees and devise retention strategies. Candidates must have had full ownership of several human resource functions in prior jobs; stellar organizational, verbal and written communication skills; and the ability to work rapidly, accurately and with patience in pressure situations. Key skills include problem resolution and negotiation. Please have 7+ years of HR generalist experience. Proficiency in Microsoft Office applications is required. Please include cover letter and salary requirements, and reference "PCW HR Manager" in the subject line when applying. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

The people behind the site

The IDG Entertainment staff for Games.net includes the following:

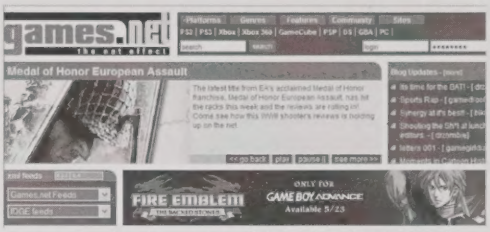
- Director of Online Product Development **Craig Eastman**
- Web Developers **Jason Klingstedt**, **Brian McKenzie**, and **Justin Lewis**
- Online Production Intern **Sui Mak**
- Online Editorial Intern **Spenser Hall**
- Online Content Producers **Lindsay Young**, **Sidney Shuman**, **Jane Pinckard**, **Akitomo Sugawara** and **Tim Ng**
- Print Editorial Contributors **Wes Nihei** and **Mike Weigand**
- VP of Online Sales **Bob Huseby**
- Online Sales Managers **Heather McCaffrey**, **Illana Minkoff** and **Emily Jane Throckmorton**
- Online Account Executives **Jennifer Crist** and **Rachel Desjardins**
- Online Operations and Traffic Manager **John Gomez**

Games.net

continued from page 1

Site users are encouraged to add their own content, opinions and reviews to Games.net. The site's collaborative structure lets both IDGE editors and users find, share and discuss the latest industry trends and news, thereby producing a complete resource of gaming information, merging opinions from professional critics and game aficionados.

In development for nearly a year, Games.net will be the portal for all the content found on IDGE's network of gaming sites — GamePro.com, GamerHelp.com, BlogFaction.com, GameDownloads.com, GamersHell.com, GameTrailers.com, MegaGames.com, and Wireless Gaming World. "If a user wants to check out the latest cheats or codes, he can visit GamerHelp.com directly; if he wants to look at the latest game trailers instead, he can go to GameTrailers.com. The individual sites both support Games.net and stand on their own as unique products," Eastman said.



Games.net will be the portal for all the content found on IDGE's network of gaming sites.

There are other gaming information networks that are made up of many sites, some of which offer both gaming and some non-gaming entertainment sites, according to Eastman. These networks are not necessarily built from the standpoint of being a true gaming portal as much as just having a large number of sites. "Games.net excels at utilizing and packaging content to stimulate interaction and more content, while keeping a focus on the entertaining experience gamers need."

The worldwide unduplicated online gaming information audience is more than 125,000,000 unique monthly users, according to comScore/ Media Metrix April 2005.

The worldwide unduplicated online gaming information audience is more than 125,000,000 unique monthly users, according to comScore/Media Metrix April 2005. In April, the IDGE network of sites was No. 3 overall in the gaming information space, with more than 9 million unique visitors; the top two networks, IGN.com and GameSpot.com, had over 18 million and 12 million unique monthly users, respectively. "These competitors rely on massive content creation and the addition of more and more sites to add to their network," said **Bob Huseby**, IDGE VP, Online Sales. "Our goal is to complement our print products instead of cannibalizing them and provide a much more organized, interactive, entertaining, and focused experience for gamers and Internet power users."

Huseby said Games.net's audience is a highly desirable one for both gaming firms and non-endemic advertisers that understand the importance of reaching out to gamers. "Gaming audiences, as a whole, are highly desirable to all types of advertisers. Games.net sets the bar by delivering not only enthusiastic gamers that hit the demographic and purchasing sweet spot but gamers who share their voice by engaging in the community of Games.net. Our advertising partners reach an audience that is there to engage, interact, and communicate with our site and their products."

Games.net content will be updated daily by the IDGE staff; users' contributions will be continuous. "Getting the audience involved is a change for both parties. We learn from what their take is as much as they learn from ours," Eastman said. Monitoring user comments and posts will be a team effort among both the editorial and online development teams. "Essentially, we're going to let the community interaction develop freely and only remove tasteless content."

If a particular posting receives extraordinary user response or is picked up by other sites, the Oakland, Calif.-based IDGE editors will know it has struck a nerve and should be promoted. "If a topic is expected to be hot and predicted to take off, we'll throw it up and see how it does," Eastman said. "The idea is flexibility. We can move postings around and test things on the fly if we choose. I don't want this site to be bogged down by what has traditionally been done."

Games.net will be cross-marketed via content links throughout IDGE sites. Similarly, Games.net will link back to all IDGE sites, treating those internal properties like other content contributors. IDGE will also run print advertising in its print properties to promote Games.net

"Considering the growth of IDG Entertainment's online gaming properties, it seemed time to launch a portal that would not only harness their resources but also create an environment where gamers and professional editors could take video game journalism to the next level," said **Dan Orum**, IDGE president. WU

noteworthy people

New employees

Alison Dwelley is IDG World Expo's new sales operations coordinator, coming from Key3Media Events where she was the manager of the Customer Solutions Group in charge of customer service, rebookings and sales support for COMDEX. A "perennial student," she enjoys attending classes at local colleges, gardening and canoeing.
alison_dwelley@idg.com

Laurie Harthan joins IDC Framingham as a production coordinator, coming from The Yankee Group where she worked as a production manager. She holds a degree in graphic design from the Chamberlayne School of Design at Mount Ida College in Newton, Mass., and enjoys spending time with family outside the office.
lharthan@idc.com

PETER SHORT
Harthan

CXO Media has hired **David Churbuck** as VP/general manager online. His previous titles include managing director at 21iNet Partners A.G., director of editorial services at McKinsey & Co. and editor-in-chief of Forbes.com. He was named Scholar of the House for 1980 at Yale University in New Haven, Conn., with a B.A. in American studies, specializing in maritime history. David enjoys masters sculling.
dchurbuck@cxo.com

Churbuck

David Mahoney joins Network World as a system support specialist. A recent graduate of Quinnipiac University in Hamden, Conn., he holds a B.S. in computer information systems. He enjoys watching sports, playing soccer, waterskiing and alpine skiing. *dmahoney@nww.com*

Computerworld has hired **Nancy Felsheim** as a conference manager to develop content and recruit speakers. She was most recently a conference producer at the Center for Business Intelligence in the drug discovery and development division. She holds a B.A. in psychology from Fairleigh Dickinson University in Madison, N.J., and an M.S. with a specialization in health services management from Lesley College in Cambridge, Mass. She is currently completing a course at Boston's Northeastern University in event and meeting management. Nancy enjoys walking and container gardening.
nancy_felsheim@computerworld.com

Previously an online news editor at BostonHerald.com, **Paul Kerstein** joins CXO Media as a Web writer. He earned a B.S. in criminology from the University of Tampa (Fla.) and an M.A. in English from the University of Massachusetts/Boston. He likes to row, write and hike.
pkerstein@cxo.com

Transfers

Previously a consulting manager with the Life Science Insights group at IDC Framingham, **Michael Swenson** is now director of research for CXO Media's CIO Executive Council. In this newly created position he will manage all research projects that support committees, task forces and initiatives of the council. He has a M.A. in mass communications from the University of Minnesota and has spent many years in business-to-business research and consulting. He is the proud, "and busy" father of four young children.
mswenson@cio.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

ask the experts

RSS readers

IDG World Update readers are invited to send questions to world_update@idg.com for an occasional Ask The Experts column. InfoWorld Chief Technology Officer ***Chad Dickerson*** *(chad_dickerson@infoworld.com) answers the query below.*

Q What should people look for (or avoid) in an RSS reader?

Dickerson

A The most important consideration in choosing an RSS reader (sometimes referred to as a newsreader or aggregator) is the ability to keep up with feed subscriptions on multiple devices. There are varied opinions on whether a desktop or Web-based newsreader is best, but I think it's easiest to get started with a Web-based one. It's useful to think of how you interact with e-mail when you consider Web-based vs. desktop newsreaders. With a desktop e-mail client, you might be able to work offline and manipulate your messages more easily than in most Web interfaces, but the convenience of Web-based e-mail often trumps those advantages. The same goes for newsreaders.

Bloglines (www.bloglines.com/) is the de facto standard for Web-based newsreaders, it's free, and I use it as my newsreader on multiple computers, even on my Treo PDA. Its biggest advantage is that I can manage my subscriptions in one place regardless of what device I use. The biggest disadvantage is that you have to be connected to the Internet to check your subscriptions. Another downside to Bloglines for me is that it's a public, consumer-based service, so you can't pull RSS feeds from within your firewall, which is important if you use RSS feeds for internal knowledge management as we do at InfoWorld. Most newsreaders include support for OPML, an XML format that contains your subscriptions. This file can be exported from one newsreader to another very quickly, which makes the switching costs low when moving between newsreaders. If you're trying a newsreader, make sure it supports OPML. Then you can try a Web-based aggregator (Bloglines), a Windows desktop reader (FeedDemon, www.bradsoft.com/feeddemon), or one for Mac OS X (NetNewsWire, http://ranchero.com/netnewswire) and never be concerned about switching if you don't like one.

We are about to participate in the beta test of an enterprise Web-based newsreader code-named Dino from Newsgator Technologies. Dino hooks into your Active Directory environment behind your firewall, which means IT can provide managed newsreader support in a secure environment. This allows enterprises to use RSS to promote information flow within a company. As RSS continues to infiltrate the enterprise, I think IT will be expected to provide an enterprise-class newsreader solution. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Kathy Dinneen
IDG Research Services

27
Debra Sobin *IDG*

25
Robin Robison *IDG*

23
Deborah Waters Colacchio
IDG

21
Rick Buroni *Computerworld*

19
John Robison *IDG*

18
Rex Farrance *PC World*

16
Janet King
IDG Research Services
Francisco Sanchez *IDG Spain*

15
Philippe Rose *IDG France*

13
Stephen Lawson
IDG News Service

11
Aranzazu Garcia *IDG Spain*
Eileen Newman *IDC*

10
Diane Nadeau *IDG*
Simon Jary *IDG U.K.*
Amie White *IDC*

9
Manuela Mancosu *IDG Italy*

8
Alana Dros *IDG*

7
Amy Lynn Capistran *IDG*
Lance Castonguay *IDG*

6
Danielle LaMountain
IDG World Expo
Walter Mastrapa
PC World Latin America
Chris Lin *InfoWorld*

5
Jennifer LeMay
IDG World Expo
Deborah Lee *Computerworld*
Valerie Soh *IDC Singapore*
Catharina Yttergren
IDG Sweden
Tom Sullivan *InfoWorld*
Linda Trinh *PC World*
Christopher Chute *IDC*
Dana Basilone *IDC*

4
Clark Morey
IDG Global Solutions
Kyoko Suzuki *IDG Japan*
Derek Jung *CXO Media*

3
Karen Arnowski
IDG Global Solutions
Marcus Wilkinson
Macworld U.K.
Soon-Yul Chang *IDC Korea*
Adam Berezin *IDC*

2
David Korse *IDG World Expo*
Lu Dai *IDG Asia*
Vivian Tero *IDC Singapore*
Margaret Banaghan
IDC Australia

1
Cristina Rivas *IDC Mexico*
Tim Sheedy *IDC Australia*
Farrah-Naz Susulan
IDC Philippines
Natasha Zanolin-Harper
IDC Canada
Bernd Reder *IDG Germany*
Mirette Kouchouk *IDC*
Kelly Quinn *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

It's time for the 2006 IDG Employee Photo Calendar Contest!

The calendar pictured here is hanging in IDG business unit offices and cubicles around the world. Here's your chance to submit up to two photos and vie for the chance to have your photo earn worldwide visibility in the 2006 version. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

To enter the 22nd IDG Employee Photo Calendar contest and win fame, fortune and 30 days of bragging rights, here's what to do:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 16.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. Questions? Write to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Coming up

Business Performance Management and Business Intelligence Conference
June 29
Radisson SAS Portman Hotel
London
www.idc.com

Vietnam Computerworld Expo 2005
July 7-10
Ho Chi Minh City International Exhibition and Convention Centre
Ho Chi Minh City
Vietnam

IT Strategies for Small and Medium-Size Businesses
July 12 (Chicago), July 14 (Seattle), July 19 (New York City), July 21 (Houston)
www.networkworld.com/events

LinuxWorld Conference & Expo
Aug. 8-11
Moscone Center
San Francisco
www.linuxworldexpo.com/live/12/events/12SF005A

The Seventh Annual CIO 100 Symposium & Awards Ceremony
Aug. 23-25
Coronado, Calif.
www.cio.com/conferences

Computerworld Enterprise Management World
Sept. 12-14
Philadelphia Marriott
Philadelphia
www.emwusa.com

For a more complete list of upcoming events, visit www.idgcentral.com

celebrating 10!

Fred Driessen

Joined IDG Netherlands
January 1994, Account Manager, Computer!Totaal

Career path since joining IDG
Account Manager, Sales Manager, Operations Manager IDG Online, Commercial Director IDG Netherlands.

Current responsibilities
Commercial Director, sales responsibility for all IDG Netherlands products and brands.

Most challenging part of your job
Meeting goals, finding new business opportunities.

Best part of your job
Working together with a team of enthusiastic sales professionals and beating the competition month after month.

I joined IDG because...
I was looking for a sales job to increase my sales skills, and someone informed me that selling ads was probably the best 'school' to learn all about sales.

What's kept you at IDG for 10 years?
My colleagues, our products and the ever-changing market conditions make every day interesting and challenging. Furthermore the fact that we, IDG Netherlands, have grown from the No. 3 player in the Dutch market to the No. 1 player. Last but not least, the international character of IDG and the chance to build relationships overseas with colleagues and clients.

Best way someone could compliment you on your work
Just by saying 'Well done' ... and giving me a bottle of nice Spanish wine from the Priorato region.

Best piece of advice you've ever received?
"If you can't sell it, sit on it, but never give it away."

*IDG Netherlands Commercial Director **Fred Driessen** celebrated his 10th anniversary with the company as the guest of IDG Chairman **Pat McGovern** during a dinner in Amsterdam.*

Family
My wife, Marion; daughter, Daan, 4; son Benk, 2 ½; son Koos, almost 9 months.

Most rewarding thing you've ever done?
Flying to Madrid for an IDG product line meeting and accidentally meeting a Dutch girl who lived and worked in Madrid and who now is my wife.

As a child, what did you want to be when you grew up?
An astronaut.

If **you won the lottery tomorrow, you would:**
Probably start my own little restaurant.

Dream destination
Patagonia (Argentina).

Manager's profile
"Fred came on board in January 1994 to further strengthen the sales team of Computer!Totaal. And is it a coincidence that Computer!Totaal reached the No. 1 spot by the end of 1994? Probably not. Over the years, Fred's skills, both professionally and personally, allowed IDG to take a unique position in the Dutch market space, a position IDG continues to hold to this day."

— Raimon Gort, managing director, IDG Netherlands

More "Celebrating 10" on IDG Central

To read the full text of these Celebrating 10 profiles, go to the IDG World Update section of www.idgcentral.com, click on "More stories."

Krisztina Selmeczi
Circulation assistant, IDG Hungary

Krisztina handles almost 100 problematic e-mails from subscribers and clients each day. Her manager notes, " It is a very difficult thing to answer all of them immediately and calmly, but Kriszti is always even-tempered and untiring." Outside the office she enjoys gardening, sewing and reading.

Wieslaw Pawlowicz
Contributing editor, Computerworld Poland

Weislaw has stayed with IDG because "being exposed to the most innovative and up-to-date technologies and dealing with the excellent IDG News Service make my job easier and more exciting." His manager calls him "an experienced and extremely solid writer. And there is no deadline he can't meet!"

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Annemarie Lootsma *IDG Netherlands*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

U.S. Online Meeting covers strategy, specifics

Employees share tips on search engine marketing, blogging and more

Tune in for two keynotes

Keynote addresses by IDG CEO **Pat Kenealy** and IDG Communications President **Bob Carrigan** at the U.S. Online Meeting are available as audio files on IDG Central (www.idgcentral.com).

Not conceding anything to search engine companies and leveraging the power of the IDG brand were two prominent themes from last week's IDG U.S. Online Meeting in Boston. More than 120 employees from 18 countries spent two days sharing information about technology, editorial, audience development, sales and management issues related to the current and future online marketplace.

During his opening address IDG CEO **Pat Kenealy** observed how the online meetings have matured over the years as attendees have moved from speculating about the Internet's potential to focusing on publishing metrics — "the dashboard of online operations" — to determine what's working.

IDG WORLD UPDATE

*Computerworld Online Projects Editor **Ian Lamont** talks to China Computerworld Web Site Director **Feng Hua** and PC World China Online Operations Director **Sonia Li**.*

However, he said, while metrics are critically important, "they're not maps, they don't tell you where to go." As a way to determine that sense of direction, Kenealy advised attendees to thoroughly research the information needs of online readers and how they want to receive that content. He noted that there's an ill-advised tendency to make assumptions about what online readers prefer based on what they want in print.

In response, IDG Research Services President **Kathy Dinneen** said her group will prepare a template of standard questions that business units can use to survey their site visitors. The questions will be designed to track such things as topics and products visitors want covered, how and when they use the site, as well as how they rate the content found on the site. Each business unit will be able to customize the questions to measure the specific content on their site. The template will be posted in both

continued on page 5

CW seeks more international input for Honors Program

Inside this issue

IDG Entertainment capitalizes on Star Wars Episode III *page 2*

Employee pass, conference discount available for Macworld Expo *page 2*

CW Schweiz unveils A4 size, Developerworld section *page 4*

Quick poll: Favorite work-related publications and sites *page 8*

Outstanding examples of how information technology can improve society took center stage earlier this month as the Computerworld Honors Program presented 21st Century Achievement Awards to 10 organizations from around the world during a black-tie celebration at the National Building Museum in Washington, D.C. The 250 guests included IT leaders, former award recipients, program judges, scholars and diplomats.

The ceremony was the culmination of a process that started at the beginning of the year. The 10 award recipients were chosen from more than 250 nominations submitted by the industry chairmen and CEOs who serve on the program's Chairman's Committee. The 100 chairmen identify organizations — primarily client companies — that have demon-

continued on page 7

DEAN STEVENSON

*Former Governor of Wisconsin Scott McCallum of Aidmatrix, a winner in the Government/Nonprofit category, receives congratulations from IDG Communications President **Bob Carrigan**, Computerworld EVP/Publisher **Matt Sweeney** and Computerworld EVP/Strategic Programs **Ron Milton**.*

in brief newsworthy

Employee pass, conference discount available for Macworld Expo

Macworld Boston takes place July 11-14 at the Hynes Convention Center in downtown Boston, and IDG World Expo invites IDG employees and their families to attend the Expo for free. They can also receive a 20% discount for the conference program.

Macworld Conference & Expo®

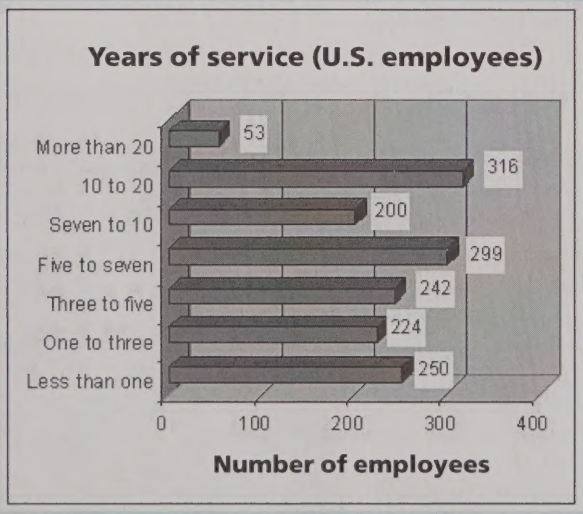
Conference topics include Mac OS X skills, Creative Tools, Graphic Design, Digital Photography, Digital Video, Music Production, Photoshop, DVD Studio Pro, Adobe Creative Suite, and Mac Administration.

For those interested in getting the most out of their iPod, Macworld offers iPod-related content July 13 on the "Geeks and Gadgets" stage on the Expo floor. Macworld offers iPod content from best selling authors **Chris Breen** of Macworld magazine and Playlistmag.com ("Secrets of the iPod Revealed"), Hadley Stern ("iPod and iTunes Hacks") and Chuck Joiner, who teaches a course called "Podcasting for the Masses."

To register for your free Expo pass or to get a 20% discount for the conference program, go to www.macworldexpo.com. Enter the Priority code: IDGCORP. Or contact Audience Development Manager **Sarah Hindmarsh** at 508-935-4129 or sarah_hindmarsh@idg.com. Go to www.macworldexpo.com for more event details.

IDG journalists who would like a press pass to Macworld should contact Public Relations Manager **Mike Sponseller** at 508-424-4837 or mike_sponseller@idg.com. WU

By the numbers



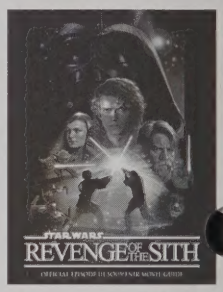
World Update is available as a PDF

If you would like to receive IDG World Update by e-mail as a PDF document each week, send a request to world_update@idg.com and include your name, business unit and e-mail address.

IDG Entertainment capitalizes on newest Star Wars movie

No revenge, just reverence. IDG Entertainment (IDGE) released Star Wars Insider, vol. 82, last month to coincide with the latest — and last — Star Wars film, "Episode III: Revenge of the Sith." IDG Entertainment Senior VP of Editorial and Creative Services **Francis Mao** said the entire issue is "a tell-all of all the major events of the movie, including interviews with Hayden Christensen [who plays Anakin Skywalker, aka Darth Vader] and other key actors." IDGE signed a three-year contract with *Star Wars* creator Lucasfilm Ltd. in May 2004 to assume responsibility for publishing *Star Wars Insider*, its bimonthly fan magazine.

IDG Entertainment has a three-year contract to produce Star Wars Insider (above) and special products like the Episode III movie program (below).



Oakland, Calif.-based IDGE also published the Official Star Wars Episode III Movie Program, which is only being sold via its website (www.idgentertainment.com/ep3guide) and at www.starwars.com. It features 100 pages on the film's story and key characters with more than 300 color photos that show "everything in the movie," Mao said. "It's the ultimate spoiler product, but at the same time the ultimate memento of this film."

Due next month is a one-time magazine devoted solely to Darth Vader (www.idgentertainment.com/vader). All three issues are sold via subscription or directly from the Web site to reduce the inefficiencies of newsstand returns and wastage. Star Wars Insider's subscription price of US$39.95 also includes a one-year subscription to Hyperspace, the premium site of Starwars.com.

With the movie series complete, the theme of Star Wars Insider going forward is "Star Wars Is Forever." The bi-monthly will follow Lucasfilm's new season of half-hour-long episodes of Star Wars Clone Wars on The Cartoon Network, as well as a new TV series slated for 2007 or later. "Plus," Mao said, "there's a little film called Indiana Jones IV that's starting to ramp up, so there's plenty of new stuff for Insider to talk about, as well as analyzing the entire epic Star Wars movie series in details for the years to come."

For more information contact Francis Mao at fmao@gamepro.com. WU

What's happening at your business unit?

Do you have a new plan for increasing online reader revenue? Has a client praised the lead-generation campaign you created on a microsite? The editors of IDG World Update rely on employees to provide story ideas on any and all topics, either news you have or articles you'd like to see. Write to world_update@idg.com.

one on one *the interview*

George Ropodis
The publisher of Athens-based IT Publications Hellas is this week's columnist. Reach him at ropodis@itpublications.gr.

IT Publications Hellas at-a-glance

Location Athens

Established October 2004

Publications PC World Hellas, Computer Active

Employees 37

Web site www.itpublications.gr

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com or fax 617-423-0712.*

Q Can you provide a brief overview of the Greek IT market?

A The Greek market has not yet managed to overcome the recent years' crisis. This is due both to the global situation and the failure of the government to strongly support this market. The penetration both in home PCs, as well as the Internet, still remains low, while broadband connections in particular are used by a much smaller percentage of users. This number is expected to significantly increase by the end of the year, according to many Internet service providers, which will lead to the development of new services that can be implemented only through high-speed connections.

Q What does the Greek PC publishing market look like?

A The Greek PC publishing market has been in a constant state of change following the launch of PC World Hellas in December 2004, since all data show that the audience is now split across three magazines, compared with only two the year before. Without taking into account the first issues of PC World, when many readers bought copies of all the PC titles in the market to see which one they liked best, the advent of PC World has increased the number of readers in the PC publishing market by 15%.

PC World's average circulation (paid issues on newsstands) for the past six months comes to 27,000 issues. PC Magazine, which has been published in Greece for 4 1/2years, has had the same average circulation. However, during the same period, RAM Magazine, a 14-year-old local title that is No. 1 in circulation, has sustained a decrease of almost 40%. This reinforces our opinion that the audience is constantly searching for their favorite computer magazine, and at the same time it shows that there is room in the market for a successful PC World. We expect PC World to achieve the clear No. 2 spot in the market by the end of this year.

Q Is PC World sold primarily on newsstands? Is there a paid circulation, too?

A PC World is sold mainly on newsstands, as are the vast majority of the magazines in Greece. Although we have only a few subscribers, there are plans to boost that number through gifts and offers, as well as creating an electronic edition so that the magazine's cost can be kept low. This, along with the fast progress that broadband is expected to see in Greece, gives a new growth perspective to PC World.

Q Do you publish any other IT titles?

A Besides PC World, we have been publishing the Greek edition of Computer Active in collaboration with VNU since January 2005. Computer Active targets a completely different audience than PC World, which up to now didn't read technology magazines because they considered them to be too technical and difficult to understand. With simple advice aimed at those who do not wish to know technical details and without in-depth analyses, Computer Active has its own readership of 35,000 every month.

Q Are you contemplating any other IDG titles, e.g. Computerworld or CIO? Would those titles face much competition (or demand) in the local market?

A Our plans include new publications in the B2B area that will be launched later this year and aimed at several IT executive categories. By entering the B2B publications area, we'll finish the first stage of our development, thus creating a unique, powerful publication portfolio that can provide integrated promotion services to the Greek B2B companies with a large audience that is different for each publication. At present, B2B publications in Greece are nominal and produced by small publishing houses that are not able to support them properly. Moreover, these companies consider their publications to be just another magazine and not an integrated platform able to undertake any promotional activity for clients targeting the right audience.

Q Are you planning to hold any events, either in conjunction with PC World or standalone?

A After having created the portfolio described above, and, of course, after having fulfilled its objectives for 2005, we aer is considering organizing various events. Events is an IT sector that is least developed in Greece, and noteworthy efforts are mostly due to some IT companies' initiatives. While we are considering organizing events, we are well aware that we should take very careful steps so our efforts do not end up like several other companies' past failures.

Q Does the Greek market present any unique or unusual challenges as far as IT publishing goes?

A As far as consumer publications are concerned, we believe there is enough space in the entertainment area, since this area is barely covered by one or

continued on page 6

Moving supplement contents into issue may pay off

In the past, CW Schweiz's bi-monthly supplements such as the TOP 500 or IT for Banks & Insurance Companies, were A4-sized loose inserts. Now those special-interest titles will be integrated into the relevant issue as special features. Director of International Sales **Urs Flueckiger** said this will not only make it easier for readers to handle the publication — no inserts to drop and lose — but he thinks advertisers will favor placing ads related to that special topic in multiple locations within a single publication. CW's competitors have packaged their specialist magazines together with their regular magazine but have not gained incremental ad revenue, he said, as the ads for the specialist titles were simply transferred from the "parent" title to the special-interest magazine.

CW Schweiz moves to A4 size, gates Web content

While the change from a newspaper to an A4 magazine format (210 by 297 mm, or 8.27 by 11.69 inches) is the most obvious one for Computerworld Schweiz, reorganized contents, a redesigned Web site with gated content and a new section for Swiss developers — Developerworld [see box below] — are also part of the weekly's new look, which took effect May 20.

In recent years, Computerworld Schweiz has reached more readers than any other IT or business publication in Switzerland, and the recent MA IT Business Study confirmed that No. 1 status. Reader surveys earlier this year showed strong interest in the easier-to-handle magazine size, and IDG Switzerland designers felt the new format would also give them more flexibility to devise a reader-friendly structure for the publication, said Director of International Sales **Urs Flueckiger**. Several other competitors also use the A4 size, or one slightly larger.

Stories related to business software, IT security, IT services, and communications/networks are now self-contained sections. Each of these topics will also be the subject of a special focus once a month. Hardware, Tests and Market Surveys will be expanded and made into regular sections, and Education & Training will become a weekly topic.

Computerworld Schweiz's Web site has also been redesigned to reflect the same topic sections as in the magazine, to which advertisers have already responded favorably, Flueckiger said. The site is now oriented almost exclusively toward subscribers, with only news and downloads — primarily trial versions of business-related software — available for non-subscribers. CW Schweiz's 6,000 print subscribers, who pay US$208 annually for the publication, gain access to the entire site by entering their subscription code.

A non-print subscriber who wants complete online access must pay the same fee and will receive a print subscription as well. Among the new features on the site for subscribers are a TOP 500 database, with details about the most important IT and telecommunication companies in Switzerland, and an IT encyclopedia.

Write to urs_flueckiger@idg.ch.

Swiss developers have home-grown "magazine-within-a-magazine"

IDG Switzerland is courting new readers and advertisers with the May 20 launch of Developerworld, a "magazine-within-a-magazine" that will appear as a monthly section of Computerworld Schweiz.

Set off from the rest of the publication with its own cover, table of contents, focused editorial, advertising and a classified section, Developerworld is the first locally produced publication with a high degree of technical sophistication for software developers and IT specialists. Previously, Swiss developers had to rely on specialist publications from Germany and the U.S.

The editorial, which focuses on software strategy, modeling, development tools and solutions, will be written by developers and freelance writers. Prior to launching Developerworld, IDG Switzerland staff held numerous conversations with key companies including IBM, Sun Microsystems and Microsoft to gauge their interest in the project.

"Microsoft in particular, was extremely interested in seeing a platform-independent product available in the market," said **Fredy Haag**, editor-in-chief at CW Schweiz, who said conversations with senior marketing staff at Microsoft last year led him to realize the Swiss developer audience was not only underserved but much larger than he thought. "They not only bought advertising for but also designated a staff person to help us with anything we need, such as identifying freelancers who are familiar with Microsoft programming and, as independent writers, would provide highly credible content. Other key companies are pointing us toward contributors, as well."

IDG Switzerland is offering developers a choice of a full subscription to CW Schweiz or mini-subscriptions to the 12 issues containing the 16-to-20 page Developerworld section. Haag said IDG Switzerland has committed to producing a full year's worth of Developerworld and will decide at that time whether to continue to offer the supplement or spin it out as an independent publication.

Developerworld also appears online as a channel within www.idg.ch/computerworld. *Write to fredy.haag@computerworld.ch.*

Coming up

Vietnam ICT Outlook
July 5-7
Ho Chi Minh City
Vietnam

Vietnam Computerworld Expo 2005
July 7-10
Ho Chi Minh City
Vietnam

Macworld Conference & Expo
July 11-14
Boston
www.macworldexpo.com

IT Strategies for Small and Medium-Sized Businesses
July 12 (Chicago); July 14 (Seattle), July 19 (New York City), July 21 (Houston)
www.networkworld.com/events

For more upcoming events, go to the IDG events section on www.idgcentral.com.

IDG

June 27, 2005

Applications Developer (CSG)

IDG's Corporate Services Group to looking for a motivated entry level programmer to assist in writing and maintaining applications to support a variety of IDG groups. Responsibilities include planning software projects, writing applications/reports, application deployment and support of existing applications. Person will report to the Software Technology Manager. The ideal candidate will possess excellent communication skills and enjoy working with people and technology. The ability to work under limited supervision and complete tasks is essential. We interested in a self-motivated individual who takes initiative and shows interest in learning new technologies. This is an excellent opportunity for a candidate with 0-2 years experience in one or more computer languages. Experience and a basic understanding in the following tools are helpful: Visual Basic (6 and .Net), Object Oriented methodologies, OO design patterns, CSLA, COM, Webfocus report writer and Web Services. Education: AA or BS in MIS or CIS, Certification or equivalent experience. Knowledge and proficiency in one or more computer language is required. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Advertising Operations Manager (CWI)

Computerworld is seeking an Advertising Operations Manager to join the online team in our Framingham, MA office. Responsibilities include managing all ad placements from availability checking to final reporting, including data analysis, trafficking, fulfillment and reporting for Computerworld and its affiliated websites. The Ad Ops Manager will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams. Candidates must have a solid background in online ad operations, including at least two years of trafficking experience. Must have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Some previous working experience with HTML and JavaScript is necessary, and experience with DART for Publishers would be a definite plus. Computerworld serves all forms of rich media banner advertisements, text/HTML newsletters. Some experience with each is ideal. This position reports to the VP of Online Sales and Operations. Computerworld offers competitive salaries, top-notch benefits and a commitment to employee training and development. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Senior Research Analyst, Networking Professional Services (IDC)

IDC's Enterprise Computing Research Group is seeking a Senior Research Analyst to cover trends in the worldwide and U.S. market for network consulting and integration services. The Senior Research Analyst will be responsible for gathering qualitative and quantitative information, synthesizing and analyzing industry trends in a logical and forward thinking manner, publishing research reports, and responding to clients' inquiries. Candidates must possess excellent written and verbal communication skills and knowledge of the networking industry. Responsibilities include writing research, supporting IDC client inquiries and briefings, developing market forecast and market revenue share reports, analyzing and reporting on demand-side survey data, executing on consulting engagements, providing research insight to the trade and business press, and working closely with IDC sales and marketing to communicate and promote the Network Lifecycle Services program. The data collection and analysis process will require the development of in-depth knowledge of the network consulting and integration services market, and vendors' service offerings and strategies. The Senior Research Analyst will have significant contact with IT vendors, network equipment manufacturers, and network service providers. Candidates must have knowledge of the networking industry. Candidates must demonstrate excellent written and oral communication skills. Spreadsheet skills must include the ability to work with pivot tables and perform data modeling. Experience with databases and surveys preferred. A bachelor's degree is required. MBA a plus. Limited travel to start. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

U.K. Correspondent (NEW)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.K. and European information technology industry from our London office. Wide-ranging responsibilities include covering daily breaking news, reporting on trade shows and conferences, and developing enterprise stories on the beat. Travel is a necessary part of the job. The ideal candidate has several years of experience focusing on the IT industry, as well as an impeccable command of AP-style news writing and editing. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks.
Location: London, UK
Contact: E. Heichler, Fax: 617-423-0712, Email: elizabeth_heichler@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Ad Sales Associate (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CIO Magazine sales team. Based in San Francisco, this individual will support two Regional Sales Managers. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus Notes, and a minimum of 2-3 years business experience.
Location: San Francisco, CA
Location: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Director, Event Strategy and Planning, CIO Executive Council (CXO)

CXO Media's CIO Executive Council seeks a bold, creative and highly organized professional to conceive, direct and execute high-value, out-of-the-box face-to-face and virtual events and working meetings for high-level IT executives. The CIO Executive Council ("Council") is a professional association of CIOs whose mission is to leverage the collective strengths of a large, powerful coalition CIOs for the purpose of achieving change within their own organizations and influencing key industry, academic, media and governmental groups. Face-to-face meetings and events are critical components of the Council's collective work, and a major value proposition for membership. Working for the Council's Managing Director of Content Development, and collaborating with other Council managers and the members themselves, you will have responsibility for creating an overall events strategy for the Council that best enables its mission and differentiates existing conferences and meetings that compete for CIO's scarce time, developing over-riding themes and key topics for various face-to-face and virtual events, conceptualizing and creating new and adaptive event strategies, creating the agenda and format for specific events, recruiting and negotiating with speakers and producing their content, working with Council project manager to coordinate event planning timelines and ensure flawless execution of general assemblies and other major events, coordinating or managing the coordination of events on-location, owning and managing event budgets, and collaborating on marketing meetings and events. Success in this role depends on creativity, strong communication skills, a good understanding of the needs of CIOs and senior managers of global 2000 corporations, and ability to handle multiple deadlines. Ideal candidates will have a background in producing editorial material, programs or live events for executive-level information technology IT or general business audiences, strategic planning experience and grace under pressure. Experience in international event programming is a strong plus. Domestic and international travel is required.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Advertising Specialist (CXO)

CXO Media is seeking an experienced online advertising specialist/trafficker to coordinate its online advertising operations. Responsibilities include the scheduling, implementation, tracking, optimization and reporting of client advertising for the company's network of web sites. The specialist will work with the online sales team to provide inventory availability reports, act as a liaison between all of the various parties involved in an ad campaign and have a full understanding of today's online rich media landscape. Essential duties will include receiving, tracking and accounting for all campaign insertion orders; managing the advertising workflow system; seeking, receiving, and testing advertising creative; trafficking via DoubleClick DART for Publishers; reporting on campaign performance on a weekly and ad hoc basis to sales staff and clients; on-going campaign tracking; optimization of campaigns; management of newsletter advertising, including I/O's, creative/copy testing, tracking, reporting, and optimization; management of custom publishing campaigns; RSS-based advertising and Webcast advertising. The ideal candidate will possess a thorough understanding of CPM, CPC and CPA online optimization processes; have a minimum of one year's ad trafficking experience with a major commercial or in-house ad serving system. DoubleClick DART for Publisher's preferred. A successful candidate will be organized and detail oriented with excellent follow-through and proficient multi-tasking skills. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Manager (PCW)

The Account Manager for the SF/Southwest territory will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World's print edition and will work closely with our online team on integrated deals. The Account Manager must have or develop a thorough understanding of the tech, PC or CE markets and PC World's position and value in those markets. Qualified candidates will have prior experience selling print and integrated media deals for a major computer, business or CE publication, contacts in the computer industry, and a proven sales track record. The ideal candidate will have strong presentation and negotiation skills, and at least five years of print and/or integrated media ad sales experience. ***Location: San Francisco, CA***
Contact: S. Green, Fax: 949-250-4881, Email: susan_green@pcworld.com

IDG

Current Jobs, Week of June 27, 2005

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Ad Sales	Advertising Operations Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
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	Online	Newsletter Product Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	Product Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
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	Research	Research Director, Health Delivery Segment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
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	Research	Research Manager, Storage Mechanisms: Disk	Flexible	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
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IDC - Life Science Insights						
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	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Future plans from functional track sessions

At the end of the Online Meeting, attendees broke into specialty areas to discuss current trends and possible inter-unit collaboration. Among the action items:

Technology

• IDG Director of Information Services **Nancy Newkirk** had details on cost-saving contracts: ***Adobe*** (discounts on any Adobe products purchased through a reseller or directly through Adobe; available to IDG units worldwide); ***Managing Editor, Inc***. (a reseller of K4, a product that works with Adobe's InCopy and InDesign, managing documents and workflow; U.S. units only); and ***Interwoven*** (discounts on TeamSite, which Com-puterworld is using for Web site content; a tagging application and a digital asset management product; U.S. units only). *nancy_newkirk@idg.com*

Editorial

• Convene monthly conference calls to share ideas, and circulate them via e-mail.
• Explore having the IDG News Service post stories directly to more U.S.sites during off hours.
• Share coverage about the growing niche of small-and-medium businesses.
• Explore use of freelance bloggers. (See Computerworld guidelines in the Best Practices Exchange and in the US Online Meeting area on IDG Central.) *ajahnke@cxo.com*

Audience Development

• Identify a search engine optimization/search engine marketing (SEO/SEM) advisor.
• Educate editors about crafting headlines that will improve online search results.
• Designate a "user advocate" at each unit who will caution when readers are receiving too many e-mail alerts. *thomas_pimental@computerworld.com*

Sales

• Develop a pan-IDG cost-per-lead program.
• Pass international leads gleaned from U.S. programs to Global Solutions for reselling. *michael_carroll@pcworld.com*

Online meeting

continued from page 1

the IDG Meetings and Best Practices Exchange sections on IDG Central (www.idgcentral.com) in the next few months.

"We want to be able to pull together online megatrends and report those back to advertisers in our role as subject experts," Kenealy said. "Online advertising is getting a lot of attention – maybe too much – and it can seem easy to buy, but advertisers aren't taking the time to understand the medium. We can help them by showing what readers want, and what works." He said that while people use Google, they don't necessarily trust the information they get that way, noting that a college student who wrote a review about a PC doesn't have as much credibility as the PC World Test Center. "IDG brands need to receive full credit online, and we need to prove to advertisers that readers think branded information is more valuable and that they react more often to it," he said.

IDG VP Business Development & Operations **Colin Crawford** outlined some market trends, noting that online advertising in the U.S. will top $13 billion in 2005, a 30% increase over 2004. About 20% of IDG's U.S. publishing revenue comes from online, with advertising (40%), newsletters/RSS (16%) and custom programs (11%) as the top revenue steams "We want online to be 50% of U.S. publishing revenue over the next two years," he said. "We should see the online world as an experiment with different pricing models."

Crawford talked about the "love/hate" relationship IDG has with Google. Some IDG sites get up to 70% of their traffic from Google, while on the other hand Google is "sucking out ad dollars from the rest of the market." He said IDG has to figure out how to better serve niche advertisers, which are small firms but comprise a significantly large group. These smaller advertisers often use a form of classified advertising — text links that appear on the right side of a search engine results page — that are sold by third-parties such as Google or Yahoo. "In those cases it's the third party that has the client relationship, either directly or through 'self-serving technologies,'" he said. "We need to broaden our coverage and build relations with these clients."

"In the Internet space, you can both serve core audiences and push beyond that," IDG Communications President **Bob Carrigan** told attendees. "Everyone here should be devising strategies to serve these new audiences with new content and advertising opportunities. It's a fairly forgiving ad market now, but it won't be forever," he said. "Advertisers will be willing to experiment with you." He said that segmentation is the key to interacting with new audiences, with mobile services as the next big segmentation area.

IDG WORLD UPDATE

*(L-R): Network World VP **Kevin Normandeau** readies his presentation with help from Network World Director of Business Development **Norm Olean** and IDG International Publishing VP/IS **Morris Effron**, who organized the meeting.*

Carrigan listed four areas in which IDG U.S. business units could leverage their power by working collaboratively and invited volunteers to work with him:

• **Webcasts**. Using the right single provider to drive down costs would give IDG a greater share of this significant revenue stream.
• **Develop a paid listing solution**. Leverage IDG's network of sites to deliver contextually relevant advertising opportunities without the involvement of third-party intermediaries.
• **Search**. Search is both a specific paid listings opportunity for IDG and a vehicle to meet our readers' needs with IDG-wide content. IDG sites should not have to buy inventory that's outside the IDG network to create value for advertisers.
• **Registration**. Maximize the potential of eMeta, the common registration system that's now running on IDG's enterprise publication sites.

Attendees picked up tips during sessions that covered site redesigns, driving traffic online, RSS and newsletters, video advertising and more. ITWorld Canada Editor **Joaquim Menezes** said he brought back ideas about Computerworld's success with blogging using the Drupal-based tool; InfoWorld's use of del.icio.us as an alternative tagging methodology and the use of screencasts to enhance the understanding of software and other technologies.

*For more details write to International Publishing VP/IS **Morris Effron** at morris_effron@idg.com.* WU

More online

Presentations from the U.S. Online Meeting are in the IDG Global Meetings section of IDG Central. Request an IDG Central password at www.idgcentral.com if you do not yet have one.

noteworthy people

Promotions

Previously PC World Western advertising director, **Susan Green** has been promoted to associate publisher/Market Development. "With her client-focused style and can-do attitude, Susan has been a tremendous asset to *PC World* and IDG for nearly 10 years," said PC WorldVP/Publisher **Wayne Silverman**. "Her creativity and innovative ideas are second to none, and she continues to develop strong marketing partnerships with some of the industry's most important and influential businesses. We are excited to bring these efforts to our clients across the country" *susan_green@pcworld.com*

New employees

Matthew Duffy joins IDC California/San Mateo as a senior account executive, coming from iSuppli where he worked as an account executive. He holds an M.B.A. from Pepperdine University in Malibu, Calif., and a Diplome Superiure from the Sorbonne in Paris. He enjoys skiing and swimming. *mduffy@idc.com*

Senior Program Manager **Ross Chapin** comes to the CIO Executive Council from nSite Software, Inc. where he was director of business development. He earned a degree from Monmouth College in Monmouth, Ill., and enjoys cooking, mixology, camping and whitewater rafting. *rchapin@cxo.com*

Previously a staff writer for C|Net Network News.com, **Richard Shin** is now a senior research analyst with IDC California/San Mateo. A graduate of Bowdoin College in Brunswick, Maine, he holds a B.A. in biology and environmental studies. He enjoys running and "making a mess of my apartment with new tech gadgets and cooking utensils." *rshin@idc.com*

Also in San Mateo, **Gopal Chauhan** is IDC's new program manager for the Worldwide Semiconductor, Revenue Forecaster product, coming from iSuppli where he was principal analyst, Research and Data Architecture. He holds a bachelor of commerce degree from Delhi College of Arts and Commerce in India, a diploma in computer programming from Kurukshetra College, India, and an M.B.A. in International Business from California State University/Dominguez Hill. Away from his desk he enjoys indoor and beach volleyball, cricket and martial arts. *gchauhan@idc.com*

Martin Nobida is InfoWorld's newest copy editor, coming from The Campbell (Calif.) Reporter where he was a staff reporter; he has also worked for Red Herring as a copy editor. He earned B.A. in political science from San Jose (Calif.) State University and enjoys visiting wineries, martial arts and "hanging out with my dog GoGo." *martin_nobida@infoworld.com*

IDG WORLD UPDATE
Nobida

Elizabeth Montalbano is the IDG News Services' new San Francisco-based senior writer, coming from CRN/CMP Media where she held a similar title. She earned a B.A. in English and communications from De Sales University in Center Valley, Pa., and an M.F.A. in creative writing from Arizona State University. She enjoys running, soccer, hiking and yoga. *elizabeth_montalbano@idg.com*

IDG WORLD UPDATE
Montalbano

Leah Barton comes to her role as human resources manager with the Framingham-based Human Resources Services Division from Boston Scientific where she held a similar title. She holds a B.S. in education from Fitchburg (Mass.) State College and an M.B.A. from Rivier College in Nashua, N.H. Outside the office she enjoys gourmet cooking and baking, skiing and running. *leah_barton@idg.com*

Returning employees

Previously known as Clare Haney when she was Hong Kong-based IDG News Service Asia/Pacific bureau chief and then San Francisco-based West Coast bureau chief, **China Martens** returns to the News Service as senior writer. She was most recently a freelancer writer with Harvard Business Update and before that worked as the U.S. West Coast correspondent for the Scottish business daily Business a.m. She holds a B.A in modern Chinese studies from the University of Leeds (U.K.). When not at the cinema, she spends her free time keeping up with her daughters Aurora (two years) and Iola (seven months). *china_martens@idg.com*

IDG WORLD UPDATE
Martens

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on One

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two clearly gaming-oriented magazines, and the potential audience is huge. On the other hand, we believe that IT B2B publications are definitely a fruitful field, provided they have well-thought-out business plans. Timely and global information, continuous support of the market and expert consulting are features that should qualify every B2B publication.

***Q* Does PC World have an online presence? If so, have you done anything in the area of paid online content?**

A PC World's Web site, www.pcw.gr, launches this week. It is a rather technologic portal with full content from the print edition. Visitors can also find a wealth of continually updated information — directories, special reviews, Top-100 product data — that does not exist in the magazine. For the present, there are no plans to charge for the content.

***Q* What attracted you to partner with IDG?**

A The most significant reason was the extensive support IDG provides its partners, and, of course, the big name of PC World, a title that was already known to many Greek users before our launch. Our final choice was driven by IDG's know-how in publishing successful technology magazines, which was been confirmed after the first issues of PC World came out. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Pim Bilderbeek *IDC Benelux*

17
Bronwyn Harrison *IDG Australia*
Andrew Sambrook *IDG List Services*

9
Peter Tripodi *IDG Central Services*

7
Silvia Raggi *IDG Italy*
Bob Rawson *Computerworld*

6
George Mahowald *IDC*
Kelly Matthews *IDC*
Miles Dennison *PC World*
Jo Williamson *IDG Global Solutions EMEA*
Rickard Carlsson *IDG Sweden*
Björn Glansk *IDG Sweden*
Diana Turco *Computerworld*

5
Eri Meyer *IDC*
Kathy Sin *IDC Hong Kong*
Vipul Bhargava *IDC Australia*
Sean Kelly *IDG U.K.*
Christine Chupka *IDC*
Michael Parent *Computerworld*

4
Eliza Wee *PC World*

1
Rob O'Reagan *CXO Media*
Robert Fleming *IDC*
Aaron Jones *PC World*
Donna Burch *IDC Canada*
Rod Hills *IDC U.K.*
Gareth Williams *IDC U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

World Update publishing dates

The print version of IDG World Update will be published biweekly in July and August (July 11, July 25, Aug. 8 and Aug. 22). Weekly frequency will resume Sept. 5.

It's time for the 2006 IDG Employee Photo Calendar Contest!

The calendar pictured here is hanging in IDG business unit offices and cubicles around the world. Here's your chance to submit up to two photos and vie for the chance to have your photo earn worldwide visibility in the 2006 version. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

To enter the 22nd IDG Employee Photo Calendar contest and win fame, fortune and 30 days of bragging rights, here's what to do:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 16.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. Questions? Write to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Computerworld Honors

continued from page 1

strated vision and leadership as they use IT in innovative ways across 10 categories, including education, the environment, media and science.

Among the winners:

- Alberta, Canada's health care system used an IP communications infrastructure for video-conferencing, data, voice, and wireless services to deliver better diagnostics and patient treatment and roll out new services while controlling costs. (Nominated by Cisco, Medicine category)
- General Motors' OnStar system that automatically notifies emergency call center advisors about vehicle crashes. Sensors relay crash severity information and metrics that are help 911 dispatchers determine the best response. (Nominated by Verizon, transportation category.)

This year was the first time Computerworld's Events group managed the 18-year-old program in its entirety, having outsourced much of the function to a long-time affiliate company. Computerworld Executive VP/**Ron Milton** said his team will be focusing on encouraging individuals on the Chairman's Committee to be more involved in identifying relevant case studies, especially those that originate outside the U.S.

"We want to show the commercial ROI that results when their client companies receive recognition through the Honors Program," Milton said. He said he intends to discuss the program at the IDG Enterprise Product Line meeting this November so that Computerworlds in other countries can assist in finding local examples of innovative uses of IT.

Additional program enhancements included upgraded yet lower-cost versions of the two items that comprise the Computerworld Honors Collection: an annual print journal and a DVD that includes all the case studies in the 18-year history of the program. Both are distributed globally to more than 150 libraries, embassies and national museums. Case studies are also available at www.cwheroes.org.

Write to Executive Programs Specialist ***Deborah Lee*** *at deborah_lee@computerworld.com.*

quick poll *for fun*

Read'em and reap

The editors of IDG World Update recently surveyed IDG employees across the company about the non-IDG publications and sites they found most useful in doing their jobs.

"The only copyediting-specific publication I read is **Copy Editor**, a bimonthly newsletter that is distributed in photocopied form to all PC World copy editors. Copy Editor is well informed and surprisingly sensible, given that our craft is notorious in many circles for its inflexibility and blind devotion to arbitrary rules — but I'm glad it doesn't come out more often. There's a limit to how much advice and opinion about grammar and usage a person can stand, you know?"

— ***Steven Gray**, senior copy editor, PC World*

"**Media Facts** is a trade journal for professionals in the publishing industry. As more of my desk becomes loaded with piles of trade magazines, Media Facts is the one I keep separate, because it gives me plain market data I use for reports. It also gives me information about trials and tribulations of new and existing magazines, which is very educational most of the time and always fun to read."

— ***Menno Ziemer**, sales and marketing coordinator, IDG Netherlands*

"I read **Business Week**, **The Economist**, **The Financial Times** and **The Wall Street Journal**, a good combination keeping me up to date with U.S. and world affairs, business news, the economic and political issues and agendas. I also find that Business Week is a good source of general tech trends and company initiatives. Online I mostly go to WSJ and CNN as non-IDG destinations."

— ***Matthew Yorke**, VP, IDG Corporate Sales*

"I read **MacInTouch** (www.macintouch.com) daily to keep up with Mac-related news. It's no-frills and offers tech and business news with a Mac perspective."

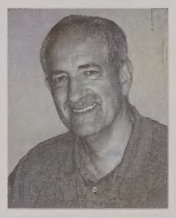
— ***Wally Clegg**, senior network analyst, PC World*

"I read these sites daily:

- **The Wall Street Journal** (http://online.wsj.com/). I like the customized pages, and I also like the e-mail push feature. When I'm traveling, particularly out of the country, it's the first site I read.
- **C|NET** (http://news.com) for all the IT news. I'm used to the layout/interface, but it's nothing special.
- **The New York Times** (www.nytimes.com) mostly for the news, and I look for the IDC citations.

Other sites I read regularly are **The San Jose (Calif.) Mercury News**, **The San Francisco Chronicle** and various analyst firm blogs. I also read **BusinessWeek**, **Fortune** and **Forbes**."

— ***Gigi Wang**, senior VP, Strategy, IDC Framingham*



"I read these German publications: the newspaper **Sueddeutsche Zeitung** and the magazines **Print & Produktion**, **Value**, **Prepress** and **World of Print**."

— ***Heinz Zimmermann**, production director, IDG Germany*

"**Meetings and Conventions** is a must read because it keeps me informed of latest trends in meeting planning, provides tips on bettering conference management, and gives insight on what the hotelier is thinking and how I can use that to my advantage. When I can find a copy of **Tradeshow Week**, I read it to stay updated on what's happening with the rapid changing tradeshow businesses."

— ***Sarah Yee**, event planner, CXO Media*

"I rarely read printed papers any longer. Apart from IDG sites a key site for me is **Factiva.com**. As information aggregation this is very useful for company info, financial developments, and unlike others it has a lot of sources on the country level."

— ***Per Andersen**, group VP and managing director, IDC Nordic (Denmark)*

"Nikkei Newspapers and Toyo Keizai Magazine because of their in-depth business focus."

— ***SetsuroTamai**, president and CEO, IDG Japan*

and *finally...*

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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WWW.IDGCENTRAL.COM

At press time

Initial reports from all London-based IDG business units indicate that no IDG employees or members of their immediate families were injured in last week's terrorist bombings of that city's transportation system.

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News: IDG publications take home ASBPE awards

Meet your colleague: IDG Spain's Daniel Comino

To view these stories and more, visit IDG Central at www.idgcentral.com.

Former CMP exec Michael Friedenberg to lead CXO Media

IDG has named **Michael Friedenberg** president & CEO of CXO Media. Friedenberg, who spent nearly 10 years in senior management roles at CMP Media, most recently as senior VP, CMP Strategic Customer Development, will join CXO Media on July 25. He replaces **Walter Manninen**, who announced his resignation last month.

"Mike is one of the most respected leaders in our industry," said IDG Communications President **Bob Carrigan**. "He knows the industry, has consistently delivered outstanding business results and has strong relationships with advertisers and IT executives. He also has the leadership skills to help CXO Media grow and adapt its brands in a fast-changing environment and build the company's peer-to-peer executive councils."

Friedenberg

"I am absolutely thrilled to be joining IDG and the very talented team at CXO Media," Friedenberg said. "As a former competitor, I know firsthand IDG's strength as a provider of technology media and events. All of the products in CXO Media's lineup are the leading brands on a global basis, and the company's ability to serve customers through print, online, events and services is unique in the marketplace."

Under his leadership, the Information Week Media

continued on page 2

IDG strengthens ties to Vietnamese IT market

Hosts Vietnam prime minister, signs technology agreements

When Vietnam's Prime Minister Phan Van Khai visited Boston last month as part of his historic trip to the U.S. that also included stops in Washington, D.C., Seattle, and New York, IDG played a significant role in hosting the 71-year-old Asian leader and his large delegation of government officials and business leaders. The trip marked the first visit to the U.S. by a Vietnamese prime minister since the end of the Vietnam War 30 years ago and coincided with the 10-year anniversary of the normalization of U.S.-Vietnamese trade relations.

*IDG Asia President & CEO **Hugo Shong** shakes hands with Tran Quoc Thang, Vietnam's vice minister of science & technology, following the signing of a memorandum of understanding. Looking on are Lore Harp McGovern, **Pat McGovern** and Prime Minister Phan Van Khai.*

During the prime minister's visit, IDG signed two technology memoranda of under-

continued on page 4

IDG Vietnam launches two new events for region's IT community

IDG Vietnam recently added to its lineup of offerings for the southeast Asian IT market with the launch of two new events: The CIO Indochina Conference & Awards 2005, which took place in Hanoi on May 29, and ICT in Cambodia, which ran May 24-26 in Phnom Pehn.

*IDG Chairman **Pat McGovern** presents an award to Ta Quang Tien, director of the Informatics Technology Department of the State Bank of Vietnam, one of 10 IT professionals honored at the inaugural event.*

The CIO Indochina Conference & Awards 2005 began with a one-hour televised awards program honoring 10 leading IT executives for their contributions to IT development within their organizations. The honorees, most of whom do not

continued on page 5

IDC Italy event mobilizes IT companies, public agencies

Conference kicks off project to boost Italian economy, IT industry

In cooperation with two Italian government agencies, IDC Italy embarked on an ambitious project last month to demonstrate how the information and communications technologies (ICT) sector can be an essential ingredient in the effort to revitalize the Italian economy.

*IDC EMEA President **Roberto Masiero** (left) shares the stage with Minister for Innovation and Technologies Lucio Stanca.*

The project began with a high-profile conference June 22 developed in concert with Italia Lavoro (a national employment development agency) and Innovazione Italia (an organization working to implement public-sector plans related to eGovernment development) and sponsored by 16 multinational ICT companies. "Innovation, Development and Employment in the ICT Sector" drew more than 400 senior managers and executives from central and local public administrations, ICT companies, universities and technology centers, trade associations and financial institutions.

Each of the June 22 conference's 16 sponsor companies is represented on the advisory board that leads the overall project and directly involved in the research and proposal process. They are: Accenture Technology Solutions, Cedacri, CSC, EDS, Getronics, HP, I.NET, IBM, Microsoft, Netsystem, Oracle, SAP, SIA, Siemens Infomatica, Telcom Italia and T-Systems Italia.

During the conference, public officials and prominent academic and business leaders discussed how technological innovation serves as an economic engine and what they hope the ensuing multifaceted project can accomplish.

"The Italian IT growth rate in the last year was about 2%, compared with 4% to 5% in the rest of Europe," said IDC EMEA President **Roberto Masiero**, who participated in several conference segments. "The roots of this gap lie primarily in insufficient levels of product innovation. This project will bring to light local and fragmented efforts and identify major areas in which we can be more competitive."

Overall, the project will involve companies, universities and government agencies working together to identify major economic development opportunities involving the ICT sector and produce concrete proposals to implement them. There will be two research and analysis phases over the next 10 months to examine, among other elements, European best practices regarding ICT innovation and a final phase that includes a report proposing specific projects to initiate, most likely in the areas of tourism, health care, outsoucing and public administration.

IDC Italy plans to co-organize a business-oriented forum, Technological Innovation in Italy, next February or March as the project concludes, to outline the findings and present case studies of exceptional European innovation programs.

*For more information contact IDC Italy Senior Marketing Communication Specialist **Claudia Corradi** at ccorradi@idc.com.* WU

Michael Friedenberg

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Network, consisting of Information Week, Optimize, Government Enterprise, Healthcare Enterprise, Wall Street & Technology, Advanced Trading, Bank Systems & Technology and Insurance & Technology, achieved 100% of budget in a market that decreased by 6.7% last year. Among his numerous accomplishments during his career at CMP Media, Friedenberg was co-founder of Government Enterprise; Healthcare Enterprise; and Optimize, a monthly publication for CIOs focused on business strategy and execution and a direct competitor to CIO magazine. Last year, he was named to BtoB magazine's Who's Who in business media.

Asked to characterize his management style, Friedenberg said he considers himself to be "very open and fair while creating a culture of high communication, empowerment and accountability."

Adding that he also counts a "laser-like focus on customers" among his strengths, Friedenberg said he expects his first weeks at CXO Media will be spent "reaching out to the company's customers — both advertisers and readers — to learn more about what we are doing well and where we might need to improve."

Friedenberg joined CMP Media in 1996 as Mid-Atlantic district manager for Information Week. He was promoted to Eastern regional manager in 1998, associate publisher in 1999 and group publisher in 2001. Prior to joining CMP Media, he worked at Cardinal Business Media. He earned a B.S. in business administration from the University of Delaware.

Noting that he expects to spend up to two-thirds of his time traveling on behalf of CXO Media, Friedenberg said he does not plan to relocate from his Blue Bell, Pa., home. He will spend his first week at CXO Media in his office at the company's Framingham, Mass., headquarters.

Friedenberg may be reached beginning July 25 at mfriedenberg@cxo.com. WU

one on one *the interview*

Harry McCracken
The VP/Editor-in-chief of PC World is this week's guest columnist. Reach him at harry_mccracken@pcworld.com.

McCracken on the future of PC World

"More evolution, both in print and online. Later this year, we'll introduce a new, completely revamped reviews section in the magazine. We'll also be doing an innovative all-security issue in November, spearheaded by Executive Editor **Ed Albro** and Senior Editor **Anush Yegyazarian**. And we're about to start work on our biggest Web redesign in five years. In other words, we're busier than ever!"

Q How do you balance the demands of print vs. online?

A Juggling those responsibilities is one of the biggest challenges of being a technology journalist circa 2005. Once upon a time, being a *PC World* editor meant editing (and maybe writing) articles on a long lead-time monthly schedule. I wouldn't say it was leisurely — we worked darn hard — but there were relatively few conflicting demands on our time.

Today, we still strive to produce the best possible print publication, but an editor may also edit Web-only stories, blog, create screencasts, schedule Web pages and write an online column. Tomorrow, that same person may also manage an online community. It's all doable — and it can be incredibly rewarding — but it's a far more rapid-fire experience that requires serious time-management skills.

Q Are those demands dramatically different?

A Print magazines tend to be about a few very ambitious, highly polished editorial projects — once an issue's out there, you can't change it, so you want to make it perfect. By contrast, a good Web site is an ever-changing beast: You can try things out and refine them on the fly. That makes it an exciting tapestry for experimentation, but it also means it's less about perfection and more about continuous improvement. At PC World, we have a fully integrated editorial staff — for example, Managing Editor **Kim Brinson** is responsible for both the magazine and the site. Ditto for Creative Director **Robert Kanes**. Even **Bud McLeod**, the editor of PCWorld.com, keeps his hand in some print-related projects — and that's healthy.

Q Can you briefly describe the relationship between your print publication and your site?

A In most respects, content that works well in one media will also do well in the other. But if you examine PCW print and online carefully, you'll see that the site tilts towards reviews and other product-research oriented content, while the magazine has more of an emphasis on how-to stories. That's in direct response to reader research.

As for integration between these two PC Worlds, we use our Find-It numbers (short URLs that lead to content on PCWorld.com and elsewhere) and other hooks to let readers hop between the dead-tree and electronic versions of PCW as seamlessly as possible.

Q What's the competitive landscape like?

A Far more fractured than ever. Way back when, it consisted of other computer magazines — most of which don't exist anymore. Now we compete with a handful of magazines, as well as major online destinations such as CNET. But we also go up against blogs (such as Gizmodo and Engadget), specialty review sites (like (DPReview.com), pricing engines (such as Shopzilla), and message boards where real people discuss their experiences with products.

We're reacting to this changing landscape in two ways. First of all, we work very hard to be authoritative: Tech information is everywhere, but truly reliable content remains relatively scarce. That's why it's so important that we have plenty of tech experts on staff, and that the PC World Test Center does extensive lab evaluations for many stories.

Second, we remember that PC World isn't about a particular medium, it's about Technology Advice You Can Trust. We'll deliver it in any form, assuming that consumers want it and there's a viable business model to support it. We've launched blogs and RSS feeds, both of which have caught on. More recently, we've introduced video content through our involvement with the "PC World's Digital Duo" public-TV show. And other new formats, from podcasts to interactive communities, are on the horizon.

Q What are the biggest topics for PC World readers right now?

A Security, in all its many forms, is by far our most important subject. It's one of the few issues of truly universal interest — whether you're a veteran business professional or an inexperienced home user, you need to worry about spyware, spam and other intrusions. Our Bugs and Fixes column, written by Contributing Editor **Stuart Johnston** and edited by Senior Associate Editor **Grace Aquino**, is the single most well-read thing we do in print. Also tremendously popular are Senior Associate Editor **Andrew Brandt**'s Privacy Watch column and reviews such as last March's anti-spyware roundup, which was edited by Senior Associate Editor **Dan Sommer**.

As many times as people have predicted the imminent death of the PC, our system reviews (of both desktops and notebooks) remain extremely popular. We're also finding increasing interest in convergence-related categories such as Internet telephony and HDTV.

Last but far from least, there's unending hunger for tips, tricks, and other how-to information—most notably in the form of our Here's How section, edited by Senior Associate Editor **Dennis O'Reilly**. WU

IDG in Vietnam: A history of firsts

- **1992:** *PC World* becomes the first computer publication in the country, published in cooperation with the Hochiminh City Department of Science & Technology.
- **1994:** IDG Founder and Chairman **Pat McGovern** travels to Vietnam for the first time.
- **1996:** IDG opens an office to organize expositions and conferences.
- **1996:** Vietnam Computerworld Expo debuts.
- **1998:** The U.S. Department of Commerce certifies Vietnam Computerworld Expo, underscoring its importance for promoting American technology goods and services.
- **1998:** IDG Web site goes live as the first native IT site providing information on publications, exhibitions, and offering newsletters.
- **2000: Tam Le** appointed managing director of IDG Vietnam.
- **2000:** IDC Vietnam provides research reports on PCs and printers.
- **2001:** Wireless World Vietnam and COMNET open.
- **2002:** Banking Vietnam debuts in cooperation with the State Bank of Vietnam.
- **2002:** Pat McGovern receives Certificate of Merit from the People's Committee of Hochiminh City for his contribution to the development of IT in Vietnam.
- **2003:** IDG Vietnam is established as a wholly-owned subsidiary.
- **2003:** Vietnam ICTE (education expo) is held in cooperation with the Ministry of Education and Training.

Vietnam prime minister

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standing expanding the cooperation between IDG and the Vietnamese government and Chamber of Commerce and Industry (VCCI).

The agreement between IDG and the VCCI calls for cooperation on three programs:

- VCCI and IDG will work together to develop the use of IT in Vietnamese enterprises
- The two groups will cooperate to organize technology events and awards programs in Vietnam, Laos and Cambodia.
- IDG and VCCI will have major roles in organizing an Asia-Pacific Economic Cooperation technology CEO/CIO Summit and Awards event in Vietnam in November 2006.

The agreement between IDG and the Ministry of Science and Technology focuses on assisting Vietnam to build high-tech research and development capacity, promoting the development of the country's high-tech industry and encouraging the commercialization of technology products in Vietnam. IDG will help to market and promote Hoa Lac Hi-Tech Park outside Vietnam and provide advice and support to the Ministry as it plans construction and operation of a High-Tech Conference and Exposition Center in Hoa Lac Hi-Tech Park.

*Massachusetts Attorney General Tom Reilly, Vietnam Prime Minister Phan Van Khai and IDG Chairman **Pat McGovern** share a laugh at last month's dinner at The Charles Hotel.*

In addition, IDG Ventures Vietnam hosted a dinner at The Charles Hotel in Cambridge, Mass., for 300 people that included, in addition to Prime Minister Khai and his delegation, Boston-area IDG executives and special guests. IDG Chairman **Pat McGovern**, retired U.S. Senator George McGovern, Massachusetts Attorney General Tom Reilly and Vietnam Deputy Prime Minister Vu Khoan each spoke at the dinner. **Henry Nguyen**, managing general partner of IDG Ventures Vietnam, said that he has received much feedback from members of the delegation stating that the IDG-organized events were the highlights of their trip.

The next day, following the signing of the memoranda of understanding, IDG hosted a lunch at the MIT Faculty Club. The featured speaker was Robert Desimone, director of The McGovern Institute for Brain Research at MIT. McGovern, his wife Lore Harp McGovern and Prime Minister Khai also spoke.

*Pictured at the dinner honoring Vietnam Prime Minister Phan Van Khai are (l-r): Lore Harp McGovern, IDG Chairman **Pat McGovern**, Vietnam Deputy Prime Minister Vu Khoan, retired U.S. Senator George McGovern, IDG Asia President & CEO **Hugo Shong**, IDG Ventures Vietnam Managing General Partner **Henry Nguyen** and Managing Director Vietnam and Indochina **Tam Le**.*

IDG has had a role in Vietnam's emerging IT sector since 1992 when it launched PC World in cooperation with the Hochiminh City Department of Science and Technology. Over the years that role has expanded to include the launch of Computerworld, various conferences and expositions, the establishment of an IDC office and a wholly owned IDG subsidiary in 2003, a scholarship program for promising university students interested in pursuing careers in IT and, last year, the launch of IDG Ventures Vietnam, the country's first U.S. venture capital company set up to invest in early-stage local IT and media companies.

*For more information, contact IDG Ventures Director of Marketing **Kate Castle** at kcastle@idgventures.com or Henry Nguyen at hoang_nguyen@idgvv.com.vn.* WU

Current Jobs, Week of July 11, 2005

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Ad Sales	Advertising Operations Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Circ	Customer Intelligence Manager	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network Operations Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Production Designer	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Online Sales	Online Sales Manager	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Sales Manager, IT Leadership Council	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	Director, Event Programming, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Copy Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Gen	Communications Program Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Gen	Operations Coordinator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	Deputy CIO	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Senior User Support Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Ad Sales Associate	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	California	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Midwest	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Oracle DBA	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	IS	Applications Developer	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7971
IDG Entertainment						
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	IS	Desktop Support Specialist	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Prod	Production Specialist	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	West Coast Sales Manager	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Sales	Regional Sales Manager	Singapore	Alana Dros	alana_dros@idg.com	508-988-7870
IDG News Service						
	Edit	UK Correspondent	London UK	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Events	Sales Manager, Events & Custom Publishing	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Audience Development Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	General Manager, InfoWorld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Newsletter Product Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	Product Manager	San Francisco CA	Julie McKie	julie_mckie@pcworld.com	415-978-3185
Network World						
	Ad Sales	Regional Ad Director	Paramus NJ	Patricia Duarte	pduarte@nww.com	508-490-6478
	Mktg	Marketing Communications Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	HR	Human Resources Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Brand Vice President, LinuxWorld/OSBC	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Vice President, Marketing	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Sales Manager	Framingham MA	Sara Peterson	sara_peterson@idg.com	508-935-4161
	Sales	Vice President, Event Sales	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Intern	Research Intern, Content Management	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Marketing Programs Manager	Framingham MA	Erin Brennan	ebrennan@idc.com	508-935-4445
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Inquiry Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Manager, Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Semiconductors	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Servers	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Application Development & Deployment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Director, Health Delivery Segment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Health Payor Segment	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Research Director, Storage Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage Mechanisms: Disk	Flexible	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-464[illegible]
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-46[illegible]
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Client Service Representative, Industry Majors	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Director, Executive Advisory Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sales Operations Coordinator	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Tech	Desktop Support Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Life Science Insights						
	Intern	Research Intern, Life Science Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Consultant/Consulting Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

IDG Benefits Update

July 2005

The IDG Corporate Benefits Department would like to take this opportunity to share with you information on what's currently happening and what will be coming up soon in regards to your benefits.

Medical Open Enrollment

The Corporate Benefits Department has begun preparing for the upcoming Medical Open Enrollment, scheduled to occur in early August. Open enrollment is the one time during the year in which you can make a change to your health plan election without experiencing a life status event. Changes will be effective October 1, 2005. We are currently reviewing benefit trends, competitiveness, financials and employee feedback. Stay tuned in for additional information in the coming months.

CIGNA Student Verification

May and June are graduation months for many students. However, for those of you who have college-age dependents under the age of 25 who will continue into the 2005 – 2006 school year, please note that in the coming months you will receive a student verification letter from CIGNA. It's important that you respond to this notification in a timely manner so as to not impact your dependents' eligibility for services. Coverage for graduating students under the age of 25 will continue until September 30, 2005.

If your dependent is enrolled in an HMO, please contact either the member services department of that HMO or the Benefits Helpdesk for assistance.

Online Employee Benefit Statements

If you haven't already viewed your online employee benefit statement, we encourage you to take the time to visit the IDG Employee Connection (http://hr.idg.com). Go to the 'Benefits' section of the site and launch your personalized benefits statement. There you will find a consolidated view of the benefit plans you are enrolled in, as well as retirement account balances, beneficiaries and other benefit plan information.

Need assistance? Call the Benefits Help Desk

Do you have questions regarding any of the benefits in which you are enrolled or find yourself questioning your medical claims? If you have answered "yes," please remember that the IDG Benefits Help Desk is only a phone call away.

Whether it be a general question about your benefits package, a detailed question about a specific benefit plan, recent experiences and/or issues with your healthcare claims — all are important to us — give us a call at **1-508-988-6900**.

The IDG Corporate Benefits Department works continuously with all benefit plan providers to ensure the administration of the plans are meeting our overall satisfaction. We want to hear from you — any and all feedback is most welcome.

Should you find yourself needing assistance, please be aware that the Benefits Team is available to assist you one-on-one or work in conjunction with your local Human Resource Representative.

Cheryl Talamini	Pauline Boyle	Robin Robison	Sarah Santos
Benefits Director	*Benefits Analyst*	*Benefits Administrator*	*Benefits Administrator*

IDG

July 11, 2005

Customer Intelligence Manager (CWI)
Computerworld, the flagship division of IDG, the world's leading technology media, research, and event company, is seeking a Customer Intelligence Manager to act as the central point person for the company's major audience marketing and business intelligence effort. The individual will drive the overall strategy to have one central audience database across the print, online, and events product lines that can be used to efficiently promote and cross-promote Computerworld's information offerings. The principle duty in this newly created position will be to work closely with the audience marketing heads of each product line that will set out to develop and manage a central business intelligence database, standardize email and registration efforts, track promotional campaigns and mine & capture data to analyze audience usage. The ideal candidate will have a strong database development background combined with a passion for analyzing and using data to create audience development opportunities across multiple product lines. Candidates should bring a strong knowledge & 3-5 years of experience in direct marketing, specifically email, including spam laws. This role will require a significant amount of cross department interaction so candidates should have exceptionally strong communication skills, the ability to understand the audience development needs of the various product lines and develop programs that meet the needs as equally as possible. Success will be measured on the ability to effectively develop a database that will track and optimize our efforts and then manage it in such a way that our cross marketing efforts lead to increased sales in all lines of business. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3670, Email: jobs@computerworld.com

Network Operations Manager (CWI)
Computerworld has an exciting opportunity for a Network Operations Manager. The successful candidate will plan, direct, and manage the daily activity of the computer operations department including maintaining a rotational beeper schedule. This person will establish departmental policies and procedures including sets up, configuring, and supporting internal and/or external networks. Other responsibilities will include maintaining all security and network configurations, troubleshooting network performance issues, maintaining a disaster recovery plan, recommending, upgrading, and patching new software and equipment and providing technical support and guidance to users. Additionally, regularly review technical architecture, processes, provisions and suppliers to ensure that all aspects of the service are provided in an efficient manner. Assisting in the development and monitoring of quality standards used to measure service delivery. Must be experienced with internal client facing problem solving and support with a high degree of customer service and managerial expertise. Experience with the configuration of LAN/WAN technologies, TCP/IP, DNS, Cisco switches and firewalls. Should have experience supporting Lotus Notes, SMTP and Sendmail. Must have a high degree of skill and experience with the following technologies: Windows 2000 Professional, Windows XP, Active Directory, remote dial-in applications, anti-virus, and anti-spyware tools. Computer virtualization, SAN, backup technology, Solaris/Linux and hand-held device synchronization experience is a definite plus. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Sales Manager, IT Leadership Council (CWI)
Computerworld has an exciting opportunity for a Sales Manager in the Computerworld IT Leadership Council group. Launched in March 2005, The Computerworld IT Leadership Council (ITLC) is a professional networking organization for senior IT executives. Offering teleconference series on topics ranging from best practices in portfolio management, wireless, voice/data convergence, and internal marketing, the ITLC also hosts exclusive in-person events and a private online forum for member-created content and discussion. Additionally, the ITLC Speakers Bureau maintains relationships with Top Ten US business schools, placing working CIOs in universities for guest lecture opportunities. As ITLC completes its initial 6-month launch phase, we seek an experienced service sales person to communicate the value to our 175+ current members, and to continue to grow our membership via multiple recruitment channels. Responsibilities include selling annual memberships to senior IT executives (75% CIO/CTO), keeping abreast of rapid developments in committees, interest groups, and projects, maximizing member retention as ITLC changes from a free-trial to pay-for-service model and developing and documenting detailed profiles on members, helping tailor service delivery on individual level. The ideal candidate will have 10+ years experience in professional service sales, familiarity with roles and responsibilities of senior IT managers, strong understanding of IT initiatives typical at mid-size organizations (e.g. ERP, CRM, BI, data management, etc.), executive search or consulting sales a plus and is comfortable in a fast-paced, entrepreneurial environment. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Online Sales Manager (CWI)

Computerworld is seeking an energetic, entrepreneurial, online sales professional to work with our online sales team specifically handling our Eastern Region. Located in either our Framingham headquarters or our NJ sales office, the individual in this position will work closely with the sales force to increase online revenue for a variety of products. Candidates should be customer centric, solutions focused and articulate. Proven experience in new business development and revenue generation are a must. This position requires 5+ years of online media sales experience and solid knowledge of the IT and online industries. ***Location: Framingham, MA***

Contact: P. Sheer, Fax: 508-879-3670, Email: jobs@computerworld.com

Copy Editor (CXO)

CXO Media is seeking an experienced copy editor to edit for style, clarity and accuracy, and to proofread materials at various stages of print production. The ideal candidate will possess two-plus years of copyediting experience, preferably at a magazine, and familiarity with AP and Chicago stylebooks. Attention to detail a must. The candidate must also possess excellent prioritization skills and ability to handle multiple tasks at once, and be organized, flexible and dependable. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Quark Publishing System, and Lotus Notes. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst to support storage, personal computing and displays and projector research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. Account management for some of our IDC Preferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with two - three years of internship and/or professional experience in a research or high technology environment. This position is based in Framingham, MA and does not require travel. Relocation is not available.

Location: Framingham, MA

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Manager, Software Consulting (IDC)

IDC's Software Consulting practice seeks an experienced Consulting Manager to join our rapidly growing custom research business at IDC. Working with IDC Consulting Management, Software Analysts and Sales to create proposals that address identified client needs, the Software Consulting Manager plays a key role in developing new business and delivering custom projects to IDC's software vendor clients. An ability to engage with vendor clients to understand their needs and present IDC custom research and marketing solutions is key to success, as is the ability to develop workplans, manage project teams, hit deadlines and communicate with clients and project teams. The Software Consulting Manager will lead and manage projects that satisfy client requirements and address project specifications and timelines. The successful candidate will be a highly-organized team player with strong communications skills. The Consulting Manager will collaborate with IDC software analysts, sales and the IDC worldwide research organization to develop and manage market research and custom marketing projects, including market opportunity analysis and primary research, as well as projects to support the clients' marketing and selling (White Papers, case studies, ROI analysis). Clients will include leading and emerging IT vendors. The Consulting Manager will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements. Candidates must have 4+ years professional consulting experience with a focus on proposal development, pricing of professional services and research projects, project management and execution. Exceptional writing and analytical aptitude, strong public presentation and communication skills, along with strong leadership and team management experience who have demonstrated success in creating positive change in IT industry environments characterized by ambiguity and challenge required. Familiarity with qualitative and quantitative research methodologies and market modeling preferred. Bachelor's degree required, MBA preferred. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Communications Manager (NWI)

Network World has a great opportunity for a creative project manager with a marketing background (including online marketing) to lead the Marketing Communications department producing innovative and effective ways to further promote the Network World brand. Responsibilities include, plan, schedule and manage the production of high quality marketing collateral including advertising, presentations, datasheets, brochures, direct mail and trade show materials for Print, Online, Events and Custom Product Lines. Lead efforts for producing the annual media guide including theme development, design, copywriting, and project management. Maintain the corporate "About Us" section of NetworkWorld.com website. Manage team of three Designers. Great people and project management skills; effectively lead a quality team juggling many priorities in a fast paced, dynamic environment. Excellent communication (oral and written), copywriting, proofing and editing skills; demonstrated knowledge and a passion for marketing with a solid understanding of design processes and software applications. Must be competent with financial administration to manage a budget. ***Location: Southborough, MA***

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Brand Director (WEC)

IDG World Expo has an exciting opportunity for a seasoned event professional to manage all aspects of several new event brands. The Brand Director has P&L responsibility for assigned events and is chartered with the creation of an annualized strategic positioning plan for each brand as well as the identification and recommendation of brand extension opportunities and new event ideas. The Brand Director will be responsible for establishing the direction of the event, competitive analysis, as well as the supervision of content development. The Brand Director will maintain all external and industry relationships including key clients, user groups, government agencies, and trade associations. Successful candidates will have significant trade event experience with functional expertise in one or more areas of show management including exhibit sales, marketing, conference development, contract negotiations, proposal development, financial management, budget development, as well as client and vendor relations. This position reports directly to the President of IDG World Expo. Candidates should have significant experience in the events business, proven management and business development skills, and the ability to promote growth and development in a fast-paced business. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Brand Vice President, LinuxWorld/OSBC (WEC)

IDG World Expo has an exciting opportunity for a seasoned event professional to manage all aspects of IDG's LinuxWorld and OSBC event brands. The Brand Vice President has P&L responsibility for assigned events and is chartered with the creation of an annualized strategic positioning plan for each brand as well as the identification and recommendation of brand extension opportunities and new event ideas. The Brand VP also will be responsible for establishing the direction of the event, competitive analysis, as well as the supervision of content development. The Brand VP will maintain all external and industry relationships including key clients, user groups, government agencies, and trade associations. Successful candidates will have significant trade event experience with functional expertise in one or more areas of show management including exhibit sales, marketing, conference development, contract negotiations, proposal development, financial management, budget development, as well as client and vendor relations. This position reports directly to the President of IDG World Expo. Candidates should have significant experience in the events business, proven management and business development skills, and the ability to promote growth and development in a fast-paced business. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Vice President, Event Sales (WEC)

IDG World Expo is seeking a seasoned sales professional to lead its sales efforts. The individual in this position will be responsible for managing/mentoring our sales staff and contributing to all sales efforts for World Expo's multiple event brands and expanding portfolio of products. Responsibilities will include territory management, key account strategies, recruiting, training, setting of performance standards/metrics, sharing best practices, setting of sales quotas and sales compensation plans, sales reporting and forecasting. Candidates must have demonstrated leadership skills, proven ability to drive revenue, to implement sales strategies, to grow market share and to motivate and manage a sales team. Ideal candidates will have 10 plus years of sales experience with at least 5 years of sales management experience and a proven track record of success selling events, sponsorships and/or integrated marketing products within the technology marketplace. The successful candidate will be regarded as a highly effective, hands-on sales leader, with a record of being customer and solutions focused and a record for meeting ambitious revenue objectives. Candidates must possess excellent communication skills and be adept in working in a fast paced, collaborative environment. Technology event industry experience and experience with a CRM tool such as Sales Logix/Javelin is preferred. Travel required.

Location: Framingham, MA

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Desktop Support Specialist (IDC)

The IT Systems and Operations team at IDC is looking for a Desktop Services Specialist to join our growing team. Responsible for supporting IDC desktop systems, this role will serve as a point of contact for all US offices regarding desktop issues. Key to the success of this role is the ability to develop relationships with local IT staff, employees, and management as well as local IT vendors. Responsibilities will include providing first level client support; providing up to date information to IT Management regarding call volumes and recurrent desktop issues; developing and maintaining standard desktop configuration for all US offices and maintaining an inventory of up-to-date images for deployment; tracking current virus alerts and ensuring that systems are updating the necessary files to ensure IDC's data integrity; implementing a full maintenance plan for all desktop devices in the region; proactively identifying areas where desktop changes will be required to ensure system reliability and availability and serving as a technical resource for regional IT staff members regarding Desktop technology issues. We are seeking individuals who are experienced with internal client facing problem solving and support with a high degree of customer service. Experience with the configuration of LAN/WAN technologies as they relate to desktop systems and TCP/IP skills are an absolute must. The successful candidate will have experience supporting remote users of Lotus Notes in a LAN/WAN and dial-up environment as well as experience troubleshooting network connectivity issues. We require a high degree of skill and experience with the following technologies: Win2K Pro, Windows XP, Office2K, Lotus Notes 6.x, Internet Explorer, remote dial-in applications, Netware clients, Dell hardware and firmware, hand-held device synchronization. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Research Director, Storage Software (IDC)

IDC is seeking a Research Director to lead its Storage Software research program. This position is part of the IDC Information Infrastructure Group and will focus specifically on the storage software market, with a specific emphasis on storage management software. The ideal candidate should be skilled in forecasting and analysis of IT-related markets, possess the ability to interact with client audiences including senior management, be able to articulate IDC positions that challenge client assumptions, and provide insightful thought-leadership based on industry-related dynamics. Key responsibilities include writing frequent tactical and strategic research pieces, creating and delivering presentations at key industry events, collaborating with other IDC analysts nationally and internationally, producing multi-year forecasts based upon well-documented assumptions, and analyzing detailed quarterly data. Additional responsibilities include completing custom consulting projects of varying length and complexity against pre-defined deadlines. The position is also responsible for helping to drive research program financial growth. The Director is also responsible for responding to numerous inquiries from clients, investors, and the media. Important attributes for this position include excellent oral and written communication skills, responsiveness to customers, and proficiency with Excel. We are seeking candidates with 5 – 8 years of recent experience in the storage or storage software industry who are highly motivated, can provide thought leadership, and are customer service-oriented. A Bachelor's Degree and industry experience is required. Travel is required approximately 20% of the time. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Risk Management (IDC)

Financial Insights is looking for a senior member of its internationally-recognized risk management research team. The Senior Research Analyst position at Financial Insights is responsible for setting the overall course and direction for a research service area. This is a relatively public role with many client-facing and industry-facing responsibilities, but with primary responsibility for producing the research product. Maintaining financial industry and technology knowledge is key to the success of this role. The Senior Research Analyst also maintains responsibility for building the reputation and the revenues of the services within their domain and is heavily involved in managing consulting and customer research. Additional responsibilities include managing the research agenda, writing research reports, helping with marketing activities to raise industry visibility, providing sales support, and acting as a client advisory. Successful candidates will have extensive experience in risk management and be able speak authoritatively on trends and issues in risk management related to the Financial Services industry. Specifically, candidates should have a minimum of 10 years of related work experience with similar areas and levels of responsibility in either the financial services or technology industry covering technology related to market, credit, operational risk or asset liability management, excellent writing skills and superior communication abilities. Additionally, a minimum of a Bachelors Degree from an accredited institution or the international equivalent is required (Advanced degree a plus). Experience with or in international work environments, preferably outside the United States is helpful and fluency in at least one major world language other than English preferred, but not required. Excellent computer skills, including word processing, graphics and spreadsheet applications is needed. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Client Service Representative, Industry Majors (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Industry Major Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Industry Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing all customer service support to Industry sales staff by creating reports, inputting orders, assisting the sales team members and collaborating with analysts. A bachelor's degree or associates degree or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry. This position is based in IDC's Framingham, MA office location. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Programs Manager (IDC)

IDC's US Conference Group is seeking a Marketing Manager to join our growing team. The Marketing Manager has responsibility for planning and executing marketing campaigns, within budget, for 8-10 conferences per year. The primary responsibility of this position is to manage an integrated marketing campaign to drive attendance to our events. The Marketing Manager is responsible for negotiating partnerships with publications and associations; planning and executing public relations efforts; managing database standards and maintenance; working with designers to produce all promotional materials; and creating and distributing sales collateral. The ideal candidate works well independently and as part of a changing team of analysts, sponsors and program managers. Candidates must also have the drive to meet personal and team financial goals, demonstrate grace under pressure, be motivated to provide the highest level of service and value and possess superior verbal and written communication skills. 5-7 years experience in a similar or related role preferred. ***Location: Framingham, MA***
Contact: idc_jobs@idc.com, Fax: 508-935-4432, Email: idc_jobs@idc.com

Production Specialist (IDGE)

IDG Entertainment is seeking a detail-oriented Production Specialist to work with our production team. Qualified candidates must be proficient with InDesign and Photoshop. Familiarity with Illustrator, FileMaker Pro, Excel, and Word is desired. Responsibilities include dropping text from Word and formatting in InDesign, and color correction of screen shots. Additional responsibilities include prepressing of all editorial and advertising pages, including acquiring and tracking advertising materials as well as communicating with vendors regarding material specifications. Candidates should have a minimum of three years' experience in prepress or publishing production industry. Must be a team player, have excellent communication skills, and enjoy a fast-paced environment. Please indicate Production Specialist in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

General Manager, InfoWorld.com (IFW)

InfoWorld is seeking a General Manager (GM) of its enterprise IT web site. As a member of InfoWorld's Executive Committee, this individual will lead overall strategic planning, product development and management efforts for InfoWorld.com. Specific responsibilities fall into four general areas, all of equal importance: content programming, audience development & retention, new information services & products, and advertising/business development. The GM will collaborate heavily with all InfoWorld departments including Editorial, Events, Marketing and Sales. In addition, the GM will work closely with his/her peers at IDG sister companies on initiatives that span across IDG's business units. Candidates must have at least 5 years of internet experience with P&L responsibilities related to product management and product development; strong analytical, organization, management, and communication skills; and a talent for strategic and creative thinking. Other requirements include a proven track record in building and launching successful internet products and services, experience with programming and audience development, and a strong understanding of internet technology as it relates to the content space. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Vice President, Marketing (WEC)

IDG World Expo is seeking a dynamic and hands-on Vice President of Event Marketing. The individual in this position will need to be able to be both strategic and tactical working closely with key stakeholders to determine business objectives and strategy for brand messaging and delivery methods. The primary responsibility of this position will be to lead the marketing team's efforts to develop integrated marketing strategies for multiple brands and events with the goal of increasing the number and quality of attendees, exhibitors and sponsors at each of our events, websites, portals and blogs. The person in this role is responsible for working with the marketing team to cultivate and develop best-in-class marketing practices and top notch functional marketing expertise across all brands. Department responsibilities include direct mail and electronic media and list selection; negotiating partnerships with publications and associations; planning and executing public relations efforts; managing database standards and maintenance; working with designers to produce all promotional materials; and creating and distributing sales collateral. Candidates should have proven success implementing integrated media campaigns, 10+ years in a marketing capacity with at least 5 years of management experience, excellent communication and presentation skills, comprehensive knowledge of direct marketing, on-line marketing, marketing communications, public relations and branding. Ideal candidates will have the ability to work in a team-oriented environment with a high sense of urgency. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

• **2003:** e-Government symposium debuts.

• **2003:** IDG signs a memorandum of understanding with the Ministry of Science and Technology witnessed by Vietnam Deputy Prime Minister Vu Khoan covering publications and investment.

• **2004:** Vietnam ICT in Finance show opens in conjunction with the Ministry of Finance.

• **2004:** Thoi bao Vi tinh Saigon, Computerworld magazine, is launched with the Saigon Times Group.

• **2004:** Pat McGovern meets with Prime Minister Phan Van Khai and General Vo Nguyen Giap, a national hero of independent Vietnam.

• **2004**, An IDG scholarship program begins with 10 students receiving funds. IDG Vietnam provides printers for Cao Bang Province's Department of Education and Training; helps build a primary school in Cao Bang; and provides funds for HIV/AIDS children in Hochiminh City.

• **2004:** IDG Ventures establishes a $100 million fund to invest in early-stage technology companies in Vietnam. It is the first American venture capital company established to invest in high-tech companies in Vietnam.

• **2005:** IDG Ventures provides funds for PeaceSoft and iSphere (software companies), VinaGame, and Vietnam Works.com (one of the largest employment Web sites in the country).

• **2005:** ICT World Expo becomes the first technology exhibit in Cambodia.

• **2005:** The first Indochina CIO conference is held and the 10 best CIOs are honored.

IDG Vietnam

continued from page 1

have the title of "CIO" as it is an emerging role in Vietnam's fledgling IT sector, were selected by a panel of judges comprising Vietnamese government officials, and staff from IDG Vietnam, IDC Singapore and CIO Australia.

"The role of the CIO in Vietnamese business is a hot issue now," said **Tam Le**, managing director, IDG Vietnam and Indochina. "Vietnam is on track to join the World Trade Organization [WTO] in the near future so using IT to improve operations and competitiveness is a must. Business and government leaders will have to change their mindset on the role and value of information and the importance of CIOs in helping organizations to achieve their IT objectives," he explained.

Organized in conjunction with the Vietnam Chamber of Commerce and Industry around the theme, "Change is Inevitable," the one-day conference featured keynotes, case studies and panel discussions aimed at helping the almost 400 attendees — including senior business executives and government officials — grasp the implications of Vietnam's upcoming entry into the WTO as it regards business competition, market share, business practices and corporate culture.

On hand to deliver opening remarks was IDG Chairman **Pat McGovern** who said, "I am very proud that our global CIO awards programs are now present in Vietnam, Laos and Cambodia. These awards put the spotlight on the most successful CIOs who use IT to advance their organizations' success in the age of global integration." Other IDG speakers included **Linda Kennedy**, vice president, IDG Australia; **Ron Milton**, executive VP, Strategic Programs at Computerworld; **Puni Rajah**, vice president, IDC Asia Pacific Research; and **Nguyen Dinh Thuan**, event/exposition director at IDG Vietnam.

The second event, ICT in Cambodia 2005, was organized in cooperation with the National ICT Development Authority of the Royal Government of Cambodia and received support from various government agencies including the Ministry of Posts and Telecommunication, Ministry of Commerce and the Cambodian Chamber of Commerce.

An international lineup of more than 40 companies including Intel, Toshiba, Qualcomm and Oracle as well as leading Cambodian companies such as AnAnA Computer, Narita and First Cambodia participated in the two-day event as exhibitors, sponsors and conference speakers. The event attracted approximately 20,000 visitors.

Running concurrently with the expo, a full-day conference program featured 12 presentations including one by Computerworld's Ron Milton titled "State of the IT Market in a Global Economy" focused on worldwide trends in the convergence of IT and telecom.

*For more information, contact Tam Le at tam_le@idg.com.vn or **Diep Nguyen**, communications & PR manager, at diep_nguyen@idgvietnam.com.* WU

*IDG Chairman **Pat McGovern** (center) shares the stage with the winners of the first CIO Indochina Awards and several Vietnamese government officials. The one-hour program was televised live throughout Vietnam, Laos and Cambodia.*

IDG is an active player in Vietnam's IT event arena

In 1996, IDG organized its first event in Vietnam, the Vietnam Computerworld Expo. Since then, the 19 employees of IDG Vietnam have added numerous events and today's lineup includes:

- **Banking Vietnam** (May 31-June 1)
- **Vietnam Computerworld Expo** (July 5-10)
- **ICT in Finance** (Sept. 14-15)
- **ComNet Laos** (Sept. 23)
- **E-Government** (Dec. 1)
- **ComNet Vietnam** (Dec. 15-16)
- **ICT in Education** (March 16-17, 2006)

noteworthy people

New employees

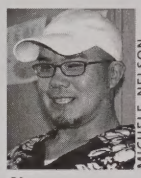
IDG WORLD UPDATE
Ryan

Janet Ryan is Mac Publishing's new VP, publisher. Prior to 1997 when she founded Ryan-Whiteman, Inc., a consulting firm that provides sales training and marketing services for online and print properties, she spent 10 years at Ziff-Davis as publisher of MacUser, originating executive director of ZDTV, founding associate publisher of PC Computing magazine and advertising director of PC Magazine. She holds a B.A. in marketing/management/psychology from Lehigh University in Bethlehem, Pa., and enjoys gardening and crafts, particularly beadwork, mosaics and paper crafts. She is also "the devoted aunt of 10 nieces and nephews and the proud guardian of two dogs and a cat." *janet_ryan@macworld.com*

Having completed public relations and marketing internships with IDG World Expo, **Jessica Camerato** joins the business unit full time as audience development specialist. She was previously a part-time production assistant for the Spanish Beisbol Network covering the Boston Red Sox. She holds a B.A. in Spanish and broadcast journalism from Quinnipiac University, in Hamden, Conn., and also studied at the University of Salamanca in Spain. She enjoys freelance sports writing and watching college basketball and baseball. *jessica_camerato@idg.com*

PETER SHORT
Rose

Associate Research Analyst **Michael Rose** comes to IDC Framingham fresh from receiving a B.S. in finance at Bentley College in Waltham, Mass. In his free time he enjoys ice hockey, soccer and playing the bass guitar. *mrose@idc.com*


MICHELE NELSON
Ng

Formerly an intern with IDG Entertainment, **Timothy Ng** has been hired full-time as an associate content producer. He is currently attending Skyline College in San Bruno, Calif., and enjoys "sleeping and collecting toys." *tng@gamepro.com*

ERIC CORMIER
O'Keefe

Network World has hired **Tammy O'Keefe** as a copy editor, a position she most recently held at The Providence (RI) Journal. She has also worked as a greeting card writer with Paramount Cards. A graduate of the University of Rhode Island, she holds a B.A. in journalism and philosophy and enjoys outdoor activities and spending time with her horse and cats. *tokeefe@networkworld.com*

Returning employees

IDG WORLD UPDATE
Wright

Previously a regional accounts manager with Mac Publishing, **Coretta Wright** is now an account executive in Computerworld's San Francisco sales office. She holds a B.A. in European history from the University of California/Santa Cruz and an M.A. in American history from California State University/Hayward. In her free time she enjoys gourmet cooking, hiking the Sierra Nevada Mountains and is currently restoring a 100-year-old house in Oakland, Calif. *coretta_wright@computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

CW's Service Council spruces up local schools, takes on TechTarget

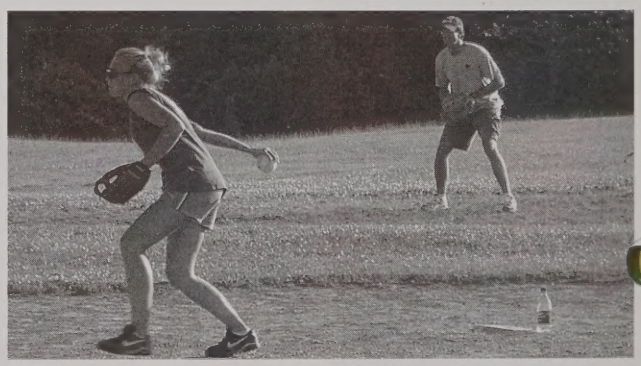
Team Computerworld at the McCarthy School in Framingham, Mass.

Computerworld staffers turned out to give back last month. CW's Community Service Council, founded this January to offer employees opportunities to support the Framingham-area community, had its first activity — landscaping and painting at two local schools. More than 30 CW employees pitched in, including CW Executive Committee members President **Bob Carrigan**, Executive VP/Publisher **Matt Sweeney**, VP/GM Online **Martha Connors**, VP/Editor-in-chief **Don Tennant**, Executive VP/COO **Matt Smith** and VP of Human Resources **Piper Sheer**.

"We painted benches and brick walls purple at their request, rototilled lots of soil, planted trees and shrubs and laid down enough mulch to make both schools look like something out of Better Homes and Gardens," said Director of Marketing **Matt Duffy**.

Online Sales Associate **Kathy Snow** (a Framingham native and a key driver of the event), said, "Although it was over 90 degrees, we were all happy to sweat it out for two local schools in need of a little facelift. We've gotten great feedback and praise from the school officials who told us that they've already heard from parents and neighbors that the schools look great."

That evening Team CW returned to one of the schools to play arch-rival TechTarget in softball. "Although TechTarget's president had promised to show, he pulled out at the last minute," Duffy said. "But our president, Bob Carrigan, did show up and hit a home run." Computerworld handily beat TechTarget 15-5. WU


*CW Sales Associate **Jessica Bibeau** pitches as Executive VP/Publisher **Matt Sweeney** plays defense at third base.*

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Therese Bergstrom *IDC*

22
Barbara Adamson *PC World*

20
Keith Arnot *IDG U.K.*

19
Ken Hoyt *IDC*
Ralph Finos *IDC*
Karin Quack *IDG Germany*

18
Kim Schuberthan *IDC*
Faith Marcello *CXO Media*

17
Lynette See *IDG Australia*
Caroline Craig *InfoWorld*
Harald Brechtl *IDG Germany*
Michelle Wong *IDG Singapore*
Debbie Lundberg *CXO Media*

16
Jeff Berlin *PC World*
Carol Benioff *InfoWorld*
Jan-Bernd Meyer *IDG Germany*
Hans-Albrecht Simon *IDG Germany*

15
Scott McLarnon *IDC*
Petra Hermann *IDG Germany*
Julio Vial *IDC U.K.*

14
Carel Schrama *IDG Netherlands*
Enrico Lotti *IDG Italy*
Ornella Fusina *IDG Italy*

13
Randy Perry *IDC*
David Francis *IT World Canada*

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Maud Sårde *IDG Denmark*

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Thomas Winter *IDG U.K.*

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Joan Young *IDC*
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Mindy Blodgett *CXO Media*

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Verena Schieder *IDG Germany*
Stephen Symonds *IDC Canada*
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Torben Simonsen *IDG Denmark*
Rosemary Haworth *PC Advisor*

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Scholle McFarland *Mac Publishing*
Katrina Menzigian *IDC*
Courtney Monroe *IDC*
Sabine Wittmann *IDG Germany*
Alessandro de Bochdanovits *IDG Germany*
Andreas Kroschel *IDG Germany*
Katarzyna Baca *IDG Poland*
Phil Odgers *IDC U.K.*
Claudio Checchia *IDC Singapore*
Keita Kuramoto *IDG Japan*

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Julie McKie *PC World*
Ted Samson *InfoWorld*
Bruce McCurdy *PC World*
Abner Germanow *IDC*
Elena Re Garbagnati *IDG Italy*
Sandra Machnik *IDG Germany*
Reinhard Baum *IDG Germany*
Frank Klinkenberg *IDG Germany*
Anna Plutecka *IDG Poland*
James Birch *Macworld U.K.*
Motohiro Miura *IDG Japan*

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Jan Vachal *IDG Czech*
Mary Ann Daneke *IDC*
Erin Traudt *IDC*
Dorothy Merullo *IDC*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Katharina Friedmann *IDG Germany*
Isa Stamp *IDG Germany*
Jolanta Suchlabowicz *IDG Poland*
Jason Armitage *IDC U.K.*
Jill Finger-Gibson *IDC U.K*
Alan Tong *IDC Malaysia*
Manuel Lopez *IDC China*
Masaki Kato *IDC Japan*
Jacob Hoffmann-Petersen *IDG Denmark*
Thomas Raschke *IDC Denmark*
James Klepper *IDC*
Brenda Garza *CXO Media*

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Marjo de Jong *IDG Netherlands*
Liane Cassavoy *PC World*
Meghan Mizoras *IDC*
Manfred Bremmer *IDG Germany*
Pia Küsters *IDG Germany*
Manfred Bosl *IDG Germany*
Rolf Röwekamp *IDG Germany*
Scarlett Fritz *IDG Germany*
Tobias Weidemann *IDG Germany*
Stefanie Kußeler *IDG Germany*
Adam Sienkiel *IDG Poland*
Wendy Leaw *IDC Australia*
Rasmus Jensen *IDG Denmark*
Vince Decastro *IT World Canada*

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Aico Turba *IDG Netherlands*
Bert Sluyter *IDG Netherlands*
Konstantin Christinakis *IDG Germany*
André Horn *IDG Germany*
Thomas Dassel *IDG Germany*
Eddie Chan *IDC Canada*
Seow Teck Cheong *IDG Singapore*
Joanne Ng *IDG Singapore*
Stephen Vass *IDC Singapore*
Masahiro Nakamura *IDC Japan*
Mesher Ma *IDG China*
Natalie Rickli *IDG Switzerland*
Amy Greenleaf *CXO Media*
Bob Bragdon *CXO Media*

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Hal Mentik *InfoWorld*
William Patton *IDC*
Xavier Bouchet *IDG France*
Julie LeJay *IDG France*
Ole Evers *IDG Germany*
Stephanie Chung *IDG Malaysia*
Rasmus Udsholt *IDG Denmark*
Catharina Bujnoch *IDG Switzerland*
Jaime Parker *Macworld U.K.*

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Dana Lanhausova *IDG Czech*
Erica Cox *IDC*
Eric Kondo *IDC*
Ramon Llamas *IDC*
Michael Clark *IDC*
Sandra Tubbs *IDC*
Ute Kruse *IDG Germany*
Bettina Künast *IDG Germany*
Julia Wursthorn *IDG Germany*
Cyrus Daruwala *IDC U.K.*
Gavin Teo *IDC U.K.*
Julekha Khan *IDC Australia*
Aprajita Sharma *IDC Australia*
Elaine Lee *IDC Malaysia*
Seung-Hee Lee *IDC Korea*
Sirlene Miquelim *IDC Brazil*
Reinaldo Roveri *IDC Brazil*
Rachel Hu *IDG China*
Ken Jao *IDG China*
Kara Todeschini *IDG*
Helen Zhai *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Receive World Update as a PDF file

If you would like to receive *IDG World Update* as a PDF file in your e-mail box each Monday morning, please send your request to world_update@idg.com and include your name, business unit and the e-mail address to which you would like the newsletter sent.

celebrating 10!

Edyta Al-Tawil

Joined IDG Poland
January 1995 as a secretary; this was my first real job.

Career path
Office assistant and now editorial office manager for PC World Komputer.

Best part of your job
Answering readers' e-mails.

Latest accomplishment
I was promoted last year.

I joined IDG because
This is a great international company. I always wanted to work for organization such as IDG.

What's kept you at IDG for 10 years?
My job is very interesting and there is a very good atmosphere in work.

Best compliment you've ever received on your work?
My manager told me: "I'm very impressed by the quality of your work — congratulations!"

Best piece of advice you've ever received?
Be yourself at your work.

Interests
Theater, cinema, fashion.

Family
My husband, Samer, and daughter Gabrysia, 3 months.

Favorite way to work off stress?
Just take a deep breath.

*IDG Chairman **Pat McGovern** escorted **Edyta Al-Tawil** to dinner in Warsaw in recognition of her 10 years of service to IDG Poland.*

Last good deed you did?
I supported a national aid organization.

Manager's profile
"Edyta serves very well as an 'organizing agent' for our group, making sure that our journalists submit their reviews in time to meet our deadlines. She also keeps track of the volumes of material (illustrations, pictures, infographics, etc.) that go into PC World and fields reader inquiries, among her other responsibilities. Thanks to her, the editorial team can focus on publishing and content issues and leave the increasing number of administrative tasks in her capable hands. As a result, the number of yellow stickies on my computer screen and desk are minimal!"

— Lech Zdanowicz, editor-in-chief, PC World Komputer

and finally...

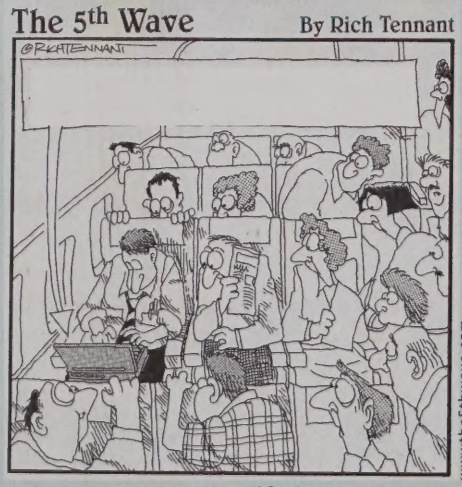
The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Kate Castle *IDG Ventures*
Claudia Corradi *IDC Italy*
Susanna Hinds *IDG Corporate Communications*
Joanna Konieczna *IDG Poland*
Diep Nguyen *IDG Vietnam*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Dave Reinsel** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*.

Rich Tennant's original caption:
"Dear Margaret,
What I have to say to you is very personal...."



"This e-mail will self-destruct in 10...9...8...7..."
Dave Reinsel *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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New this week on IDG Central

News

- Computerworld holds third Mobile & Wireless World Conference.

Meet Your Colleague

Born in Vietnam and raised in the U.S., Henry Nguyen returns to Vietnam to head up IDG's $100 million venture capital fund.

Writing Workshop

Guidelines on creating plural forms of single letters in a sentence.

Go to www.idgcentral.com.

CIO Executive Council opens offices in Canada, Australia

Franchise model helps IDG business units expand Council to local markets

The CIO Executive Council today announced that it is expanding its operations internationally with CIO Australia and CIO Canada each launching offices to recruit and support local members and to become part of this global organization of CIOs. Launched 16 months ago, the Council currently has 230 paid members from seven countries. The local offices will address government policy, economic and business issues of concern to their local members, organize local events as well as facilitate members' interactions and collaboration with other Council members worldwide. CIO Germany will open a fourth office in September.

***Con Colovos** (l) is the executive director for the CIO Executive Council in Australia, **Ally Ciske** is its program manager and **Leanne Lovejoy-Burton** is operations manager.*

"Given the globalization of our marketplace, we have always intended the CIO Executive Council to be a global peer-to-peer network," said General Manager **Mark Hall**, who also serves as CIO of CXO Media. "After one year of Council operations, it is more evident than ever that CIOs need an international network of peers to work together, share information and continue to advance the profession of the CIO."

"From an IDG perspective, we now have in place a compelling franchise model in which both sides reap tangible financial benefits," Hall said. "This is a great example of how we can build a collaborative

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IDG Corporate Sales, IDC sales group strengthen ties

IDG Corporate Sales and IDC's Enterprise Major Accounts groups held their first joint sales meeting in Boston on June 22. The event was designed to foster greater mutual understanding of the two organizations' sales structure, how they approach customers and the sales process itself. They also reviewed the largest accounts they share (HP, IBM, Dell, Cisco, Microsoft, Oracle and Intel) and recent case studies of collaboration.

DEBBIE WATERS

*(Back, l-r): **Brad Thorpe** (IDC), **Gary Nagle** (IDC), **Kevin Capalbo** (IDC), **Trace Weatherford** (IDC), **Steve Fontaine** (IDC), **Melinda Reilly** (IDG), **Julie Proffer** (IDG), **Dan Marsh** (IDG), **Ken Hoyt** (IDC). (Front, l-r): **Thalia Karakitsios** (IDG), **Missy Martin** (IDC), **Bonnie Presti** (IDC), **Laura Nurzynski** (IDC), **Karen Lucero** (IDC), **Denise Haines** (IDC), **Clare Gillan** (IDC), **Matthew Yorke** (IDG).*

IDG Corporate Sales VP **Matthew Yorke** and IDC Group VP/General Manager Enterprise Sales **Brad Thorpe**, who co-hosted the 17-person meeting, said the ultimate goal is to drive incremental revenue into both groups from an account base that today represents approximately $230 million across IDC and IDG.

"In 20 years at IDC I have never been involved in a meeting with so many IDC and IDG people in the same room with the same agenda," Thorpe said. The meeting began with a review of each organization's sales strategy and mandate, as well as recent examples of IDG marketing programs that use IDC white papers or other IDC content in vertical case studies or customer spotlights as a means of driving user interest in a customer's Web site or

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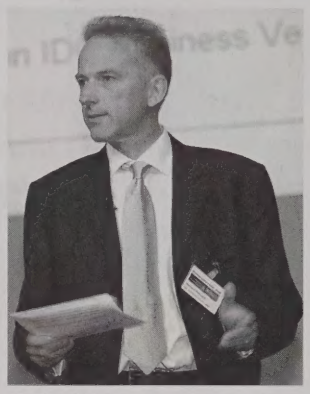
in brief newsworthy

IDG Germany organizes German-Chinese IT Summit

Developed by CIO Germany and Computerwoche, with support from the city of Munich and five corporate sponsors, IDG's German-Chinese IT Summit last month covered a range of issues that CIOs need to consider as they plan to expand their companies' operations into China.

The speakers, who represented a variety of companies doing business in China, talked about their experiences at the two-day event.

The agenda covered IT topics such as recruiting/training IT staff, legal frameworks for e-commerce and recommendations for setting up back-office and network infrastructure, as well as tips about formal business conduct and etiquette. *Write to gholzwart@idgbusiness.de.* WU



***Gerhard Holzwart**, senior editor/events for IDG Germany's enterprise publications division, welcomes more than 150 senior IT executives to the first German-Chinese IT Summit June 1-2.*

BBJ presents Best Places to Work in Massachusetts award to IDG

PHOTO COURTESY BOSTON BUSINESS JOURNAL

*IDC President & CEO **Kirk Campbell** (center) accepted an award on behalf of IDG recognizing the company as one of the top 20 Best Places to Work in Massachusetts. Sponsored by the Boston Business Journal, the award acknowledges companies that have achieved a positive work environment that both attracts and retains employees. This year more than 240 companies were considered for one of the 20 spots on the list. Standing with Campbell at last month's ceremony at the Boston Park Plaza Hotel are George Donnelly, Boston Business Journal editor (l); and Michael Olivieri, publisher.*

IDG Italy's ongoing series of Town Meeting events continues to attract sponsors, attendees

***Alessandro Degli Occhi**, publisher of Computerworld Italia and Network World Italia (center), hosted a June 23 Town Meeting on security that featured speakers from Agilent (left) and Ernst & Young (right), among other companies. IDG Italy launched the half-day Town Meeting format in 2002 and averages 200 attendees, primarily high-level IT executives. The free-admission events are held several times each year and feature a small panel of outside speakers, some from the three to five event sponsors that have made the series profitable from the beginning, with a light lunch following the presentations. Next up is a Sept. 22 Town Meeting on information and communication technologies in banking. Write to claudia_cavalleri@idg.it.* WU

Quizzes boost Computerwoche's page views, may generate leads

Looking to add some fun to its Web site with industry quizzes, Computerwoche found a way to increase its page views and potentially generate sales leads as well.

Quizzes on topics such as business intelligence, IT business leaders, security and Linux are written by Computerwoche editors. "An experienced IT user should be able to get 70% of the questions correct without any problem," Computerwoche Senior Editor **Alexander Hüls** said.

Each quiz contains 10 questions with four multiple-choice answers. A viewer who answers all 10 questions gives the site 20 page impressions (10 quiz pages, plus 10 correct-answer pages). Computerwoche measures quiz traffic with a Hitbox custom metric. In April the quizzes had 84,000 page impressions and 33,000 unique visits; in May the numbers were 93,000 page impressions and 34,000 visits.

Computerwoche Publisher **Michael Beilfuss** said the next step is to add the quizzes to Computerwoche's stable of lead generators, which also include white papers and Webcasts. "Right now the quizzes are simple traffic drivers," Beilfuss said. "Next, we will make a raffle out of it. Anyone who wants to take part would have to fill out a registration form on either the start page or the last page. A quiz sponsor can use it to generate leads by raffling a prize off to everyone who takes the quiz."

Alexander Hüls

Quizzes currently change every two weeks, and older quizzes are kept online and continue to generate visits. For more information go to www.computerwoche.de/go/*76045 or contact Alexander Huls at ahuels@computerwoche.de. To see a sample quiz, visit www.idgcentral.com. WU

one on one *the interview*

Jean-Paul de Clerck
The publisher at Best of Publishing, IDG's Belgian publishing partner, is this week's guest columnist. Reach him at jp@best.be.

Best of Publishing at-a-glance

No. of employees 20

Established 1990

Became affiliated with IDG 1998

Product offerings
- Inside: monthly
- PC World: monthly
- Network & Telecom: monthly
- Publish & Print: monthly
- Channel World: monthly
- Computerworld.be: online
- Internet Addict newsletter: twice per week
- PC World Update newsletter: weekly
- Network & Telecom Update newsletter: weekly
- Mac Addict newsletter: weekly
- Channel Update newsletter: weekly

Q What is the Belgian market like?

A Belgium has quite a unique position in Europe. With 10 million inhabitants it is a very small country, but since it serves as residence to the European Union and NATO, Belgium is at the forefront of political and economic activity. It is also unique because in this small country three separate cultural and linguistic communities are living together: the Flemish (speaking Dutch), the Walloon (speaking French) and the German community. This makes the country an interesting test case for international companies that try to understand the European mentality. With 1,707 euros (US$2,074) per capita, ICT [information and communication technology] spending is higher than the Western European average of 1,521 euros (US$1,848). With 79% of the online population having a broadband Internet connection, Belgium leads the way in broadband Internet access. Nevertheless publishing in this market is very tough. As a small and complex country it is not a priority for many international advertisers, there are the multiple languages that force us to publish in the two main languages: Dutch and French, and there is a fierce competition with VNU and ZD (with licensee Minoc) as our main competitors. Finally, we also have some competition from the titles that are being published in the Netherlands, France and even Germany, the U.K. and the U.S. (most Belgians speak fluent English, especially in the northern part of the country). Our competitors are very strong in the field of consumer magazines, and VNU is the sole publisher of a weekly business ICT magazine. Best Of Publishing has one B2C title, PC World, which we tend to position toward the high end of the consumer and the low end of the professional markets. In the B2B field we are clearly leading. We have four business monthlies: Network & Telecom, Inside (Internet Business), Channel World and Publish & Print.

Our main strength, however, has always been the way we serve our customers with custom marketing solutions including books, white papers and events, and our strength in setting up business events and communities. We are, for instance, the leader in the Belgian ICT channel market with a magazine, an electronic newsletter, an awards event and a congress. Contrary to many of my colleagues, I strongly believe in the future of the channel, especially since this is an SMB [small and medium business] country and since emerging technology markets such as digital lifestyle and convergence are looking to work with the traditional IT channel.

Q You recently rebranded your online site under the Computerworld banner. Can you explain what you did and why?

A We strongly believe in an international approach for the online business, and we felt that working under an IDG brand could help us gain international customers through IDG Global Solutions. We chose Computerworld since it stands for strong business content and corporate ICT news, and that fit perfectly with the scope of our previous Web site. And finally, VNU today has the only professional IT weekly. We might, depending on market conditions, create a print version later. Using the Internet we already are introducing the brand.

Q Do you currently charge for access to any portion of your site? Are you considering doing so?

A For the moment we don't for the simple reason that our strategy first has to be further developed. We were a pioneer in the online field and were doing online things nearly 10 years ago. At the end of the '90s we had multiple Web sites. But being a pioneer is not always good so we were hit quite badly by the dotcom crash a few years ago. Now we are building up strong online brands again, and our first priority is wooing "eyeballs"— visitors. But we clearly have plans for paid content within the next two years. We are also considering cross-media packages for which we would charge a fee to access specific online content (such as white papers, research, searchable databases and so on), combined with a magazine, a printed directory (yearbook) and so on, targeted at professional customers.

Q What trends do you see in online advertising?

A It is clear that there is a worldwide shift in media consumption from print to online. It is also clear that advertisers do not follow this trend enough and that there is a huge gap between the media people use and the media advertisers put their money in. Especially in Belgium where the per capita spending for online advertising is much lower than in neighboring countries. There is still a lot to do: standardization and more transparency for online advertisers, among others. But it is obvious that we are moving toward a larger importance of online in our overall business. Between now and then we must develop other revenue sources such as events. We very strongly believe in cross-media. I think it is inevitable that in the online space we will evolve toward a self-service advertising model whereby the whole agency model will completely change and advertisers in some cases will even become publishers.

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How it works

The CIO Executive Council, which was launched in April 2004 by CXO Media, is a professional organization for chief information officers that serves to facilitate peer-to-peer sharing of knowledge, concerns and ideas, as well as provide a structure for those professionals to collectively pursue change within their organizations and within key industry, academic, media and government groups.

Members pay an annual fee of $17,500 (adjusted for CIOs of non-profit organizations). Each member is provided with a dedicated program manager who serves as a liaison to the Council.

Members are encouraged to lead or participate in the Council's various initiatives and task forces. They also have access to an advertising-free, members-only Web site, which includes a progressive online forum for dialogue and a secured database directory of Council members and staff. Members may also share and download reports, case studies and research, send secure personal messages to one another and register for upcoming Council and CXO Media conferences.

During its first year, the CIO Executive Council achieved the following results:

- More than 200 members.
- 10 active task forces driven by seven committees.
- More than 200 peer-to-peer calls.
- 42 face-to-face meetings and conference calls.
- More than 50 case studies and reports.

For a fuller listing of the Council's milestones during its first 16 months, please see this article on IDG Central (www.idgcentral.com).

For more information contact General Manager **Mark Hall** at mhall@cxo.com.

CIO Executive Council

continued from page 1

relationship among independent IDG business units around the world. That this Council can even consider going global just 16 months after launching is possible only because we have local CIO publishing groups in place that know their audiences very well and have built trusting relationships with them over the years."

While the CIO Executive Council in Framingham, Mass., currently has a staff of 22, which includes a number of employees who will provide support to Council offices globally, international offices require smaller staffs to begin, typically an executive director, program director, operations manager, a member services consultant and a sales executive.

In Australia, **Con Colovos**, has been tapped as both the new CIO for IDG Australia and executive director for CIO Executive Council, Oceanic region. Colovos, who has worked in the IT field for 18 years, the last four as CIO for the Moraitis Group, one of the country's largest suppliers of fresh produce, is confident the council will succeed in Australia. "Working with other professionals — nationally and internationally — all striving for the same purpose and goal, there is no way such an enterprise will not work. This is an opportunity to take everything I have worked for in the past 18 years in IT and consolidate it with other professionals to set standards and make a difference and change the face of IT forever," he said.

Joining Colovos are **Ally Ciske**, program director, and **Leanne Lovejoy-Burton**, operations manager. To date, the group has recruited close to 20 members, appointed a board and held its first board meeting at which it identified nine initiatives to focus on in the coming year.

Britsas

In Canada, IT World Canada Vice President **John Pickett** and Program Director **Christine Britsas**, who joined the company in early 2005, are at the very onset of their marketing efforts. They are starting from an existing peer network that will be converted to Council members. Britsas noted that there are approximately 2,000 companies in Canada that are large enough to justify a full-time strategic IT leader; about a quarter of them actually have the title of CIO.

A key selling point, noted Britsas, is the fact that "our new members will have immediate access to a substantial network of CIOs with common challenges and common perspectives. The overriding factor is the level of trust and experience that exists within a respected community of like-minded individuals," she said.

For more information contact Mark Hall at mhall@cxo.com, Con Colovos at con_colovos@idg.com.au or Christine Britsas at cbritsas@itworldcanada.com. WU

Employees attend European Media Management Institute

Fourteen employees from seven countries gathered in Amsterdam last month for the European Media Management Institute (EMMI), a three-day program that explores IDG's operations from a functional and operational perspective.

The agenda featured IDG speakers and covered topics such as leadership, online business development, marketing and circulation, working with IDC, and finance and business management. The group also worked on a case study based on a business challenge relevant to all IDG media companies: the transition from print to online.

One major theme of the program included the question of how to bridge the gap between declining print revenue and the full emergence of online. In answer to that question, program speakers encouraged participants to consider events as an additional revenue stream, and participants made plans to partner with each other on technology investments and best practice sharing, said IDG Training & Development Manager **Laurie Butson** and Director/Management Development **Julie Lynch**, who co-coordinated the workshop.

Another EMMI is slated for FY06; country managers will be asked to nominate participants. WU

*Participants at the European Media Management Institute were (back, l-r): IDG Netherlands Finance Manager **Jos Schong**, IDG Netherlands Deputy Editor-in-chief **Volkert Deen**, IDG Germany Publisher **Canio Martino**, IDG Sweden Sales Manager **Jan Westermark**, IDG Sweden Business Development Consultant **Nadia Leonelli**, IDG Vietnam Finance & Operations Manager **Trang Pham**. (Middle, l-r): IDG HR Director **Jacqueline Dendievel**, IDG Sweden Editor-in-chief **Per Torberger**, IDG Italy Publisher **Deborah Sordini**, IDG Germany Deputy Editor-in-chief/Executive Editor **Andreas Perband**. (Front, l-r): IDG Italy Senior Editor **Francesco Pignatelli**, IDG Netherlands Sales Manager **Rick van Dijk**, IDG Romania Editor-in-chief **Silviu Cojocaru**. Not pictured: IDG Netherlands Deputy Editor-in-chief **Emile Idzenga**.*

IDG

Current Jobs, Week of July 25, 2005

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Circ	Customer Intelligence Manager	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network Operations Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Production Designer	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Sales	Sales Manager, IT Leadership Council	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	Audience Development and Marketing Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Conf	Director, Event Programming, CIO Executive Council	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Conf	VP, Executive Programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Copy Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Gen	Communications Program Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	Deputy CIO	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Senior User Support Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Ad Sales Associate	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	California	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Midwest	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager/CSO Exec Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sr. Program Manager/CSO Exec Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Application Developer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Tech	Oracle DBA	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	IS	Applications Developer	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7971
IDG Entertainment						
	Ad Coord	Ad Ops Coordinator	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Online Content Producer	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	IS	Desktop Support Specialist	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Prod	Production Specialist	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	West Coast Sales Manager	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Sales	Regional Sales Manager	Singapore	Alana Dros	alana_dros@idg.com	508-988-7870
IDG News Service						
	Edit	UK Correspondent	London UK	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Admin	Administrative and Sales Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Audience Development Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	General Manager, InfoWorld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Newsletter Product Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	Product Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Mac Publishing						
	Online	Audience Development Manager	San Francisco	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Pub	Client Services Project Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Mktg	Marketing Communications Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Art/Design	Designer, Online	San Francisco CA	Robert Kanes	robert_kanes@pcworld.com	415-978-3333
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	HR	Human Resources Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Brand Vice President, LinuxWorld/OSBC	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Vice President, Marketing	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Vice President, Event Sales	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Mktg	Marketing Programs Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Manager, Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Semiconductors	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program VP, Government Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Health Delivery Segment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Health Payor Segment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Storage Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage Mechanisms: Disk	Flexible	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Client Service Representative, Industry Majors	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Director, Executive Advisory Services	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Tech	Desktop Support Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

IDG

July 25, 2005

Ad Sales Associate (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CIO Magazine sales team. Based in San Francisco, this individual will support two Regional Sales Managers. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 2-3 years business experience. ***Location: San Francisco, CA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Application Developer (CXO)

CXO Media Inc. is seeking an application developer. Must be well organized, self-motivated, a problem solver and be able to communicate effectively. Qualifications include a Bachelor's degree in computer science, management information systems, or related experience plus 2 - 5 years experience in Web production and development in an academic or professional setting. Additional qualifications include; Knowledge of browser compatibility issues for all platforms and major browsers; A demonstrated proficiency with web-related technologies such as HTML, CSS, PHP, SQL and familiarity with Perl, CGI scripting, and UNIX and basic graphic design, image-editing and Photoshop skills. Successful candidate will have a demonstrated ability to work in a team environment, excellent interpersonal and oral communication skills, technical project leadership experience and project management skills, including ability to train others in Web-related skills. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Oracle DBA (CXO)

CXO Media Inc. seeks an experienced Oracle DBA to administer and maintain databases in support of multiple publications. Key requirements for the position include: installation and maintenance of Oracle9i/10g databases, 10gAS applications server, broad knowledge of database architecture/advanced tuning regimen, VLDB, proficiency in PL/SQL, and experience with SQL*NET connectivity. The successful candidate will also have extensive experience with backup/recovery techniques (RMAN), Enterprise Manager (OEM + ESM), Oracle Security (Oracle Internet Directory / SSO / LDAP), and working familiarity with application tuning using ExplainPlan, Tkprof, Quest SQLab and/or TOAD. Strong communication skills and experience with software development life cycle documentation are required. The candidate should have general OS knowledge (Windows/Linux), and excellent shell scripting abilities. Experience with publishing, distributed transaction processing technologies, and web development is a plus. Educational background should include BS in Computer Science or a related discipline. 8-10 years experience required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sr. Program Manager/CSO Exec Council (CXO)

CXO Media is looking for a current or former Chief Security Officer (CSO) and/or Chief Security Information Officer (CISO) to help identify and attract committed CSO/CISO peers to the CSO Executive Council. The CSO Executive Council is a professional peer organization of CSOs launched in 2005 whose mission is to provide public and private sector CSOs/CISOs the products, research and support necessary to advance the CSO's organization, staff and career. The ideal candidate will have an outstanding record in consultative sales in an account management environment. Candidates must have the ability to conduct substantive content discussions with CSOs/CISOs on the phone and in-person, possess the ability to work well within a team and across functions, and have the resourcefulness and creativity to optimize the sales process. Superior verbal and written communication skills and 8-10 years experience in a related role are required. Full-time or contract position available.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Audience Development and Marketing Specialist (CXO)

CXO Media seeks an Audience Development and Marketing Specialist to join the conference team. This role will be responsible for the implementation of marketing strategies which includes relationship management, database marketing and campaign tracking. Specific responsibilities will be focused on audience development through list management, assisting in the production of direct marketing materials (print and electronic) and conference material, managing outside vendors, coordinating website content and writing promotional copy as needed. The ideal candidate must be a detail oriented, communications professional with 2-3 years of experience in marketing communications, product marketing or direct marketing along with a BA degree. Proficiency in the Microsoft Office Suite and database programs such as FileMaker Pro required. Working knowledge of Quark Express and HTML a plus. Experience in the trade show industry also a plus. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Communications Program Manager (CXO)

The candidate will work closely with the GM of the CSO Executive Council, the Director of Member Services, Council professional staff, team members in marketing and additional CXO departments. Responsibilities include seeking information from and communicating the status of all aspects of activity, results, initiatives and strategic security issues to members and internal staff. Assist in the creation and dissemination of key information, results, programs, and tools that Council members use. These tools will focus on security needs, issues, trends, and leadership development, thus ensuring the success of members and the security function within their companies. Excellent writing, editing, verbal communication and listening skills. Comfortable creating and leading one on one demonstrations and delivering them at an executive level. Knowledge of corporate security issues and trends preferred, but similar experience and responsibilities of equal complexity will be considered. Expertise in multi-tasking and organizational skills. Experience with web-based communications such as blogs, forums, and newsletters a plus. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager/CSO Exec Council (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CSO service organization. This individual contributor position is charged with selling the CSO Executive Council membership program to Chief Security Officers (CSO), Chief Security Information Officers (CISO) and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CSOs and CISOs. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

VP, Executive Programs (CXO)

CXO Media Inc. is seeking a VP of Executive Programs to manage CXO's industry-leading executive conference business for the CIO, CSO and CMO brands. The successful individual will have extensive P&L responsibility for the conference business and should possess event experience focused in IT and Marketing. This individual will be a proven leader, capable of providing a strategic sense for developing and expanding the events business and an ability to build and maintain working relationships both inside and outside the company. The ideal candidate will have an entrepreneurial spirit, a drive to generate revenue and profit, extensive knowledge of current and future IT content topics, an industry stage presence, audience acquisition expertise, IT sales experience as well as strong organizational and planning skills. Proven experience working with senior IT users/CIOs in a networking environment is preferred. This position will oversee a staff of twelve and requires at least ten years of conference experience with the ability to travel extensively. This individual will report to the President and be a member of the CXO executive management team. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Ad Ops Coordinator (IDGE)

IDG Entertainment is actively recruiting for a confident, detail-oriented, self-starter who is able to handle multiple tasks to fill our Ad Operations Coordinator position. The Ad Operations Coordinator is responsible for implementing, maintaining, and enhancing complex online advertising campaigns. This position involves sales and client support, campaign project management, execution and reporting. 1-2 years related work experience with DART or other ad serving solutions preferred. Must be proficient with Excel and have a basic understanding of HTML. Please indicate Ad Ops Coordinator in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Online Content Producer (IDGE)

IDG Entertainment is looking for an Online Content Producer to generate exciting online content for network sites including Games.net, Gamepro.com, and Gamerhelp.com. The individual candidate will build and maintain designated channels within all internal sites, and write original content that best suits our intended audience. Other responsibilities include coordinating development efforts with Editorial, Design, and Production teams, as well as keeping in close communication with game publishers to obtain updates on products. The ideal candidate should have at least two years experience of web publishing. Experience with basic HTML, Photoshop, and Internet applications a plus. Candidates should understand the strengths of the Internet, have strong communication skills, feel passionate about the video game industry, and be able to thrive under pressure with strict deadlines. ***Location: Oakland, CA***
Contact: editjobs@gamepro.com, Email: editjobs@gamepro.com

Research Analyst, Telecommunications (IDC)

IDC's Communications Research Group is seeking a Research Analyst to cover the converged communications segment. This will consist of analysis of traditional telecom providers, as well as emerging broadband service providers. The Analyst will be part of a team providing insightful research, analysis and guidance on key market trends to clients. Responsibilities: The analyst will be responsible for conducting research, analysis including market sizing, and producing multiple documents on a monthly and quarterly basis to fulfill the requirements of the Consumer Telecom and Broadband segment. Client interaction and responding to inquiries is an integral part of the analyst role. The analyst will be responsible for assimilating industry information, providing advice and guidance to clients, and developing relationships with industry and vendors and the press. Skills and Professional Background: Skills which are critical for this position include strong analytical skills, more specifically the ability to synthesize and analyze multiple industry trends in a logical and forward-thinking manner, demonstrated ability to write clear and insightful pieces, experience championing multiple deliverables and deadlines, strong interpersonal skills to develop successful client, analyst and sales relationships. In addition, the analyst should possess a bachelor's degree with a strong academic record, two to three years of relevant experience, and knowledge of the telecom industry. Location and Travel: The analyst will reside in IDC's Framingham, MA. Travel requirements are minimal to start. Relocation is not available for this position. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Audience Development Manager (MAC)

Mac Publishing is seeking an Audience Development Manager (or Online Marketing Manager) to develop and manage the consumer marketing strategy for its web site, Macworld.com. With a small team of employees and contractors, s/he will plan, execute and optimize all promotional programs for driving traffic to the site, including search engine marketing and optimization, link exchange programs, and cross-promotions. S/he will also be responsible for managing and growing email newsletter subscriptions and site membership; for maximizing the sales and marketing potential of our extensive email list; and will look at ways to maximize cross-marketing between our print and online properties. S/he will work with the editorial department, advising them on content decisions to drive and optimize traffic to the higher-quality, higher revenue parts of the site. Additional areas of responsibility include database management, reporting, analysis and online list rental - all with the objective of growing current and potential revenue streams. The ideal candidate will have a minimum of five years of marketing experience, including three years of experience with online marketing, with an emphasis on subscription/member acquisition and direct response. Candidates must have strong project management, communication and organizational skills in addition to proven analytical skills and a high level of enthusiasm for Internet publishing. Experience with search engine marketing and search engine optimization would be a big plus, as would Mac market knowledge and experience in online metrics and developing ROI based programs. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Client Services Project Manager (NWI)

Network World has an excellent career opportunity for a well organized, customer focused Project Manager to join our custom Client Services group. In this position, you will work closely with our sales team, production team and clients to plan and implement custom print and online media programs. The ideal candidate will have proven project management skills and experience working in a dynamic sales and marketing environment with a minimum of 3-5 years experience with interactive online media; web based ad delivery and tracking, and managing and evaluating multi-media campaigns. Candidates must be detail oriented, possess strong analytical skills, and have outstanding project management, organizational, communication, and customer service skills. Proficiency using MS Excel, and various database applications required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Administrative and Sales Assistant (IFW)

InfoWorld is seeking an Administrative and Sales Assistant to provide high-level support to its President and its Associate Publisher. In addition to general administrative support, including handling phones, calendars, travel arrangements and expense reports, s/he will provide sales support by handling client requests, resolving ad production issues and maintaining client files. Other duties include organizing company and client events, developing presentations, and managing employee appreciation programs. This position requires frequent interaction with everyone in the company as well as customers, vendors and corporate staff. Superior computer skills (incl. Excel and PowerPoint) and top-notch organizational and communication skills are required. Candidates must be flexible, detail-oriented and able to work well under pressure. This position requires a high degree of professionalism, the ability to handle confidential information with discretion, and a minimum of 3 years of management-level support experience. Familiarity with publishing and/or advertising would be ideal! ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Applications Developer (PCW)

Working under the supervision of the Director of Software Engineering, the Applications Developer will assist with the following job duties: develop, alter and maintain dynamic, database-driven Web pages using ASP and JavaScript; maintain and develop proprietary and third-party newsletter content-management and distribution software; participate in the ongoing maintenance of web-based tools by trouble-shooting and developing "work-arounds" and fixes to problems; create SQL queries involving multiple tables and relationships; create Perl scripts to execute multi-query reports; summarize and consolidate data into user-friendly reports; develop and maintain Oracle triggers and procedures, including the use of PL/SQL; develop and maintain UNIX shell scripts and Perl scripts designed to transfer data, clean data and check for data inconsistencies; design and develop optimized and reliable code to specification; and perform QA on code produced by other members of the development team. Job Requirements: Bachelor of Science in Computer Science, Computer Engineering or its foreign equivalent, plus two years of experience as a Computer Engineer, Computer Programmer, or Software Developer working with C++, UNIX and shell scripting.
Location: San Francisco, CA
Contact: K. Coldwell, Email: jobopps@idg.com

Assistant Editor (PCW)

PC World seeks an Assistant Editor to join its award-winning Features/News team. Responsibilities include writing and editing stories for the magazine's feature well and news section and our Web site, supervising freelance writers, tracking developments in a specific technology beat and pitching new ideas for feature and news stories. Candidates should have a BA/BS or equivalent; experience producing clean, engaging copy, preferably on a technical topic; a strong interest in technology and personal computers; and the ability to simultaneously manage a number of complex projects. Please provide at least two writing samples with resume.
Location: San Francisco, CA
Contact: K. Coldwell, Email: jobopps@idg.com

Designer, Online (PCW)

The Designer/Online will create design solutions and graphical elements for PC World's Web site, with the goal of enhancing the editorial content in ways that exploit the interactivity and unique attributes of the online medium. He/she will have responsibility for daily site artwork, including home page, index page, and article-level graphics. Working closely with the editorial, design, and product development departments, he/she will help generate ideas for best achieving the site's goals, ensuring technical compatibility and maintaining the graphic identity of the site. Candidates should have very solid illustration and design experience, combined with a well-developed online skill set (HTML markup, online image processing, Flash components, etc). Killer Photoshop skills a must, and high level design skills with other Mac-based layout and graphics programs a definite plus. Candidates should also demonstrate strong organizational skills, the ability to meet deadlines and work collaboratively in a fast-paced editorial environment, and an interest in multi-channel publishing. ***Location: San Francisco, CA***
Contact: R. Kanes, Fax: 415-267-1718, Email: robert_kanes@pcworld.com

IDG Sweden shares client newsletter concept with Netherlands

Looking to better communications with its clients, IDG Netherlands also improved communications with its sister business unit, IDG Sweden.

IDG Netherlands had sent an electronic newsletter to its clients three or four times a year that faded away from lack of internal support. Sales Marketing Coordinator **Menno Ziemer** said he wanted to relaunch the newsletter but noted that "people receive so many e-mails, including newsletters, it makes it hard to get someone to read a new one. We did not want them to send our newsletter straight to their bin. When we saw IDG Sweden's very professional IDG Info newsletter, we knew we had the answer."

Ziemer contacted IDG Sweden Marketing Production Associate **Mats Eriksson** to get details on IDG Info. "I didn't know anyone in their office, but an e-mail and one phone call was enough. Within a few days we received their template and a list of potential problems to watch out for. It's great how international colleagues can work together, don't you think?"

IDG Netherlands has published three issues of its quarterly eight-page IDG Info, detailing the Haarlem-based business unit's publications, Web sites, research market presence and staff. "It is an excellent marketing tool. It gives us the opportunity to inform our clients of our whole portfolio and tell them about the people behind the print and online titles," Ziemer said. "It's even been helpful for our own staff to keep up with what's going on."

A print newsletter, IDG Info is mailed to approximately 800 of IDG Netherlands' contacts at advertising, media agencies and PR firms. Ziemer said the response to it was "very good. We decided to use paper over an electronic version to get increased attention, which we did. People take notice when you make more of an effort."

IDG Info is put together by seven IDG Netherlands employees from sales, marketing and editorial, coordinated by Ziemer. He said the group meets two months before the newsletter's closing date to discuss content. They divide the writing between them and also borrow excerpts from IDG World Update. "We want to show our clients that we are part of a huge company," Ziemer said, "one with experience in publishing successful media all over the world."

The next issue of IDG Info will be released in September. For more information, contact Menno Ziemer at mziemer@idg.nl. WU

English-language version available online

Because the response to the first two issues of its new client newsletter was so positive, IDG Netherlands had a professional translation company translate the third into English "so we could also tell our international clients who don't speak or read Dutch and our IDG Global Solutions colleagues about what's happening in Holland," said Sales Marketing Coordinator **Menno Ziemer**. Future issues will also be translated.

To keep costs down, the translated edition is not printed but is sent out as a PDF to approximately 75 people.

To get a copy of the PDF, see this story on the IDG Central site, www.idgcentral.com.

Corporate Sales, IDC

continued from page 1

DEBBIE WATERS

*IDC's **Brad Thorpe** (left) and IDG Corporate Sales' **Matthew Yorke** agreed to pursue more opportunities for collaboration between their two sales groups.*

event. The groups then reviewed account relationships and activities and created at least two tangible action items per account. Examples included sharing proposals, identifying key client prospects for joint meetings and agreeing to share RFPs where appropriate so that both groups can offer integrated proposals at the start of the buying cycle.

"In the past 12 months IDG Corporate Sales has generated approximately $900K in revenue into IDC properties, just by working with IDC's Go-to Market Services (GMS) group," Yorke said. The GMS team packages IDC products and services and works with clients to build brand awareness and lead-generation programs. It is just one of the IDC product areas the Enterprise group sells within its account base. "Both Brad and I felt that if we have developed that amount of revenue with relatively little understanding of each other's businesses and little cooperation between the account managers, imagine what we could do if we improved upon that situation and proactively worked together!"

IDG Corporate Sales and the Go-to-Market Services group have jointly created numerous groundbreaking programs and proposals over the past several years, most recently earlier this year with the Oracle program that generated approximately $2.2 million in revenue for IDG in the U.S. — in effect doubling IDG's revenue from the account. The current pipeline of IDG proposals that includes GMS/IDC deliverables is growing monthly and is valued at approximately $1.3 million. It includes a mixture of U.S.-only and global programs for customers such as Adobe, HP, Symantec and IBM.

Yorke noted that IDG usually deals with its customers through agencies that operate in a centralized environment with an eye toward continually driving down prices, while IDC tends to work directly with accounts that don't use any outside buying expertise. Nonetheless, while the two businesses operate in these different worlds, they both face fierce external competitive pressures as well as the IDG pressure for increased revenues and profitability.

"It's clear to both groups that a clear competitive advantage we have is the ability to bring the other unit into the client conversation and to work globally with clients," Thorpe said.

A follow-up meeting will be held later this year. Write to matthew_yorke@idg.com or bthorpe@idc.com. WU

noteworthy people

Promotions

IDG WORLD UPDATE
Steele

PC World HR Representative **Jenny Steele** has been promoted to HR coordinator. "Jenny has done what can only be called a bang-up job in her role," said HR Manager **Julie McKie**. "She joined PC World in October 2003 and quickly mastered the day-to-day responsibilities of the job. Her expert handling of payroll for four business units, thorough management of wily attendance data, and general good-natured approach to the myriad questions, complaints and snafus that make up our days continues to impress. As HR representative, she'll pick up responsibility for additional programs, including workers compensation, and she'll become more actively involved in recruitment, leave management and employee relations." *jenny_steele@pcworld.com*

Eric Dahl, PC World senior associate editor, Features, has been promoted to senior editor, Features/News. "Eric is one of the stalwarts of the feature well, responsible for many of our most popular stories of the past few years, including "20 Things You Didn't Know Your PC Could Do" and last fall's award-winning Upgrades extravaganza," said Executive Editor, Features **Ed Albro**. "Among the many other projects he's worked on, Eric has done a wonderful job working with [InfoWorld Editor-in-chief] **Steve Fox** to develop the Plugged In section from scratch and make it one of the anchors of the News and Trends section." *eric_dahl@pcworld.com*

New employees

Eve Griliches joins IDC Framingham as a routing and switching research manager, coming from her roles in product management at TMC and Wellfleet Communications/Bay Networks. She holds a B.S. in psychology from the University of Oregon and an M.B.A. from Boston's Simmons College. She occasionally works as a wine steward at Davio's in Boston and won Wine Spectator magazine's Award of Excellence for the restaurant's wine list. *egriliches@idc.com*

IDG WORLD UPDATE
White

Previously a court clerk with the Superior Court of Contra Costa (Calif.) County, **Ahmad White** joins InfoWorld as an events coordinator. He earned a B.A. in political science from the University of California/Berkeley and enjoys hiking, acting and writing short creative works. *ahmad_white@infoworld.com*

SARAH OSBOURNE
Burton

Previously a consultant with Adecco Recruitment Solutions Guildford, **Gemma Burton** joins IDG Global Solutions' office in Staines, Middlesex, U.K. as a media services executive. She has studied sociology, religious studies and theater and is a member of the Windsor Theatre Guild as well as a model. She recently got her driver's license – "I never thought I would accomplish that!" *gemma_burton@idg.com*

Tami Gargus joins Macworld as a prepress manager. She was most recently a senior production artist at NBC Universal in New York where she managed the art production department workflow and created print ad and marketing materials for NBC, NBC News, CNBC, MCNBC, Bravo and Telemundo. She holds a B.A. in English from Kent State University in Kent, Ohio, and enjoys playing music. *tgargus@macworld.com*

PETER SHORT
Hazelton

IDC Framingham has hired **Chris Hazelton** as a senior analyst; he was previously a research analyst with Lucent Technologies. He earned a B.S. in business from the University of Richmond (Va.) and an M.S. in information systems from Boston University where he recently received an M.B.A. In his free time he enjoys skiing, biking and golf. *chazelton@idc.com*

IDG WORLD UPDATE
Warrick

Executive Assistant **Roxanne Warrick** comes to PC World from her role as an accounts receivable specialist at Thunder Road Adolescent Treatment Center. Prior to that she ran a Web-based business, publishing a research journal called The Digital Media Journal. In her new role at PC World she will provide administrative support to President/CEO **Jeff Edman** and Account Manager, Print **Jane Evans** and Online Account Manager **Melissa Gruber**. She studied creative writing at the University of California/San Diego an enjoys gardening, cooking, sailing, antique shows and making dioramas. *roxanne_warrick@pcworld.com*

MICHELE NELSON
Morell

IDG Entertainment has hired **Chris Morell** as an associate online content producer. He was previously senior editor with Dimension Publishing' PSE2 magazine and holds a B.A. in English from the University of California/Santa Barbara. He enjoys golf, music, "98% fat-free frozen yogurt and decaf mochaccinos" and recently hit a royal flush in Texas Hold-'em poker at Luxor in Las Vegas, winning a $50 pot and $125 bonus. *cmorell@gamepro.com*

Roche

Bill Roche joins the CIO Executive Council as membership services manager, coming from Worcester Publishing where he was an account executive. A graduate of Rutgers University in New Brunswick, N.J., he holds a liberal arts B.A., enjoys fly fishing and is the proud father of a new baby boy named Braeden. *broche@cio.com*

Mac Publishing's new Eastern Online Advertising Manager is **Paul Zampitella**. He was previously Eastern regional sale manager for 101 Communications' Campus Technology magazine. He earned a B.A. in political science from Boston College, enjoys skiing, golf and photography and spending time with his children Jay, 3 1/2, and Lily, 1 ½, both adopted from South Korea. *pzampitella@macworld.com*

Returning employees

IDG WORLD UPDATE
Wriggins

Alexa Wriggins returns to IDG as audience development manager with PC World. From 2000 to 2003, she worked in audience and product development for IDG.net and was most recently a product manager at Ask Jeeves and before that a product manager at C|NET. She holds a B.A. in sociology from McGill University in Montreal, Canada, and an M.B.A. from Golden Gate University in San Francisco. *alexa_wriggins@pcworld.com*

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Craig Stedman *Computerworld*

19
Wally Clegg *PC World*
Jim Falanga *IDG*

18
Kevin Burden *IDC*
Jim Connell *Connell Communications*

17
Julie Gilbert *IDG New Zealand*
Tammy O'Sullivan *PC World*
Judy Callahan *IDG*

15
Richard Willoughby *IDG*

14
Bridget Cammarata *CXO Media*
Kenneth Bäckström *IDG Sweden*
Chris Keall *IDG New Zealand*

12
Luan Zhou *IDG Asia*

11
Peter Mayer *Computerworld*

10
Mary Cook *IT World Canada*
Hideki Kojima *IDG Japan*
Cheryl Giangregorio *IDG Corporate Sales*
Lorraine Rivell *IDG*
Paul Overhiser *IDG*

9
Andy Burrell *CXO Media*
Jim Burgoyne *CXO Media*
John Radzniak *Computerworld*
Kitty Fok *IDC Hong Kong*
Rebecka Simon *IDG Sweden*
Morris Effron *IDG International Publishing Services*

8
Marc Songini *Computerworld*
Aaron Gao *IDC*
Clelia Santambrogio *Computerworld Venezuela*

7
Kathryn DeCarlo *IDC Canada*
Dawn Chaisson *IDC*
Meredith Whalen *IDC*
Betty Kapsalis *IDC*
Ron Glaz *IDC*
Kate Coldwell *PC World*
Elias Plastiras *IDG Australia*
Jean Gasbarro *IDG Int'l Publishing Services*

6
Kathleen Melymuka *Computerworld*
Hideyuki Mori *IDG Japan*
Earl Joseph III *IDC*
Barbara Duphily *IDG*

5
Greg Enright *IT World Canada*
Alison Bass *CXO Media*
Lisa Stevenson *CXO Media*
Ed Prewitt *CXO Media*
Marian Prokop *Computerworld*
Malgorzata Piekarska *IDG Poland*
Jonnie Wistrand *IDG Sweden*
Johanna Lundberg *IDG Sweden*
Linus Wolter *IDG Sweden*
Maud Gobron *IDG France*
Olivier Thorin *IDG France*
Alfredo Distefano *IDG Itlay*
Katia Trespidi *IDG Italy*
Gloria Aguinaga *IDC*
Lauren Fitzgerald *IDC*
Aaron McPherson *IDC*
Amy Maldonado *IDC*
Jessica Goepfert *IDC*
Anna Toncheva *IDC*
Sue Voelkel *Mac Publishing*
Doug Detlefsen *Mac Publishing*
Aislinn Connolly *IDG Australia*
Leigh Henry *IDG Australia*
Dorothy Malone *IDG*

4
Ryan Patrick *IT World Canada*
Sophie Pietras *IDG Italy*
Brian Cox *PC World*
Laura Blackwell *PC World*
Katy Burke *IDC U.K.*
Patricia Gill *IDG*

3
David Linsalata *IDC*
Caroline Luciano *IDC*
Jason Snyder *InfoWorld*
Justin Hunter *PC World*
Holly Drawbaugh *PC World*
Paula Parkes *IDG New Zealand*

2
Bob Melk *CXO Media*
Moises Fuentes *IDC Mexico*
Daniel Lai *IDC Malaysia*
Takuya Inoue *IDC Japan*
Alex Stankoski *IDC*
Nancy Gershlak *IDC*
Helen Palmer *IDG Global Solutions EMEA*
Julie Proffer *IDG Corporate Sales*

1
Maggie Locher *CXO Media*
Diann Kaniel *CXO Media*
Titien Ahmed *IDC Singapore*
Li-May Chew *IDC Singapore*
Heidi Han *IDC China*
Maggie Xue *IDC China*
Judy Wang *IDC China*
Yong-Jin Jun *IDC Korea*
Anna Vida Padua *IDC Philippines*
Robert van de Velde *IDG Netherlands*
Thomas Roan *IDC Financial Insights*
Andrea Mengoli *IDC*
Eshter Aronov *IDC*
Jessica Rivkin *IDC*
Steve Duncombe *IDG Australia*
Denyse Robertson *IDG Australia*
Andrew Rhine *IDG Int'l Publishing Services*
Eileen Weinberg *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Enter the 2006 Photo Calendar Contest

Here's your chance to win fame, fortune and 30 days of bragging rights. Enter the 22nd IDG Employee Photo Calendar contest!

You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions of at least 1500 pixels wide).

Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Entries must be received by Friday, Sept. 16. Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S. Electronic images may be sent to world_update@idg.com.

For complete details, visit www.idgcentral .com.

One on one

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Q Does Best Of Publishing produce any events in the local market?

A All our events are business events and are tightly linked with our print publications, except one. We have monthly events such as the Best Of Wireless, a monthly gathering of the wireless industry, awards events (such as the Night Of The Internet and the Channel Awards) and combined events (congress plus tradeshow) such as the Channel Congress and our SMB Expo. We have very aggressive plans in the Belgian event market for 2006. But more about that after this summer.

Q What are the biggest challenges facing Best Of Publishing as you look forward to the next six to 12 months?

A Finding the right people to sustain our growth and to assist us in making the transfer from a print publishing market to an online market. We need people with an integrated view on media and marketing who are able to listen to their customers and sell the right solutions, instead of only selling products. The second challenge is online: jumping over our competitors and developing a leading online ICT portfolio. WU

celebrating 10!

Name
Kriemhilde Klippstätter

Home
Munich, Germany

Joined IDG
February 1993

Current title
Editor for Computerwoche, also serve as deputy of the workers' council.

Best part of your job
Staying current with what is going on in the IT industry.

Latest accomplishment
My studies on coaching and systems theory.

Memorable moment at work
I was trying to find out some technical information and called the company. I had trouble finding someone who was able to answer my questions. Finally, I got someone on the phone who was quite knowledgeable and answered everything. I asked if I could quote him. He agreed, and I asked for his name. Then I asked for his title. "I'm the general manager," he replied. I was embarrassed that I hadn't known this and told him so. His answer: "It doesn't matter, I've only been in this position for 10 years." We both had a laugh, thank goodness.

I joined IDG because
Computerwoche was — and I think still is — the No. 1 IT magazine in Germany.

What's kept you at IDG for 10 years?
Once you are working for the market leader you think twice about leaving!

Interests outside the office
Coaching, politics, tennis, darts and travel.

Favorite way to work off stress?
Loud music.

Dream destination
Calabria in southern Italy.

As a child, what did you want to be when you grew up?
A veterinarian.

*IDG Chairman **Pat McGovern** escorted **Kriemhilde Klippstätter** to dinner in honor of her 10 years of service to the company.*

Five people — living or dead — you'd invite to a dinner party?
Fidel Castro, John Lennon, Nelson Mandela, Marilyn Monroe and Sigmund Freud

Favorite movie of all time?
Some Like It Hot.

What is your favorite thing to do that doesn't cost any money?
Swimming in Starnberg Lake in Bavaria.

Favorite vacation spot?
Anywhere it is warm and sunny.

If you won the lottery tomorrow, you would
Buy a house at the sea.

Manager's profile
"Kriemhilde started out writing for the hardware section of Computerwoche. Since then she has broadened her scope of professional knowledge and is now working the whole technology beat. Especially in the storage arena, there is nobody who can beat her!"

— Christoph Witte, editor-in-chief, Computerwoche

Passes for New England Aquarium

Boston area employees, or those who will be visiting the area, are invited to request up to four free passes to the New England Aquarium. The passes are good through November. Please contact the *IDG World Update* editors at world_update@idg.com and give us your name, business unit address and number of passes you would like to receive.

Question of the Week

Last week's question on IDG Central's home page, "What's your opinion of using human embryonic tissue for stem cell research?" yielded the results at right.

Log on to www.idgcentral.com and vote on this week's question: Do you own an iPod?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Ally Ciske *IDG Australia*
Karen Fogerty *CXO Media*
Jonas Triebel *IDG Germany*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Matt Sweeney named president, CEO, publisher at CW

Former CW publisher replaces Bob Carrigan, now president of IDG Communications

ASA MATHAT

Matt Sweeney

Last month's announcement by IDG Communications President **Bob Carrigan** that **Matt Sweeney** would succeed him as president, publisher & CEO of Computerworld capped Sweeney's two-and-a-half-year career at the Framingham, Mass.-based media company, which began when Sweeney returned to IDG as associate publisher of Computerworld. Sweeney, who was subsequently promoted to publisher, had previously held a variety of sales positions in the industry, including a stint at Ziff-Davis. Prior to that, he was publisher of Macworld in San Francisco.

In announcing the promotion, Carrigan noted that "Matt has had a phenomenal track record at Computerworld, leading a sales organization that has been central to our tremendous revenue growth over the last few years. He is well-known and highly regarded among our advertiser/sponsor customer base, and has been a huge champion for the CW brand. I have had the pleasure of working closely with Matt over the last few years, and I can tell you that he is incredibly passionate about CW and its people. I wouldn't want to compete with him in the field!" Carrigan noted.

In his new role, Sweeney will oversee all departments of Computerworld and will report directly to Carrigan. IDG World Update asked Sweeney to share some thoughts on his new responsibilities.

***Q* You've been publisher at Computerworld for four months now. How does adding president & CEO to your title change your work week and your priorities?**

A As publisher, my main responsibility was managing the national sales effort and ensuring our team was effectively delivering integrated marketing programs across print, online and events. My new role will mean my responsibility extends beyond just the revenue side as I must now make sure *all* of the pieces of the company work together. Every depart-

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In this issue

Four IDG execs featured in video accompanying college business text *page 2*

Computerwoche, IGS team with Blackberry agency to provide multi-media solution *page 2*

What I've learned about... creating covers that sell *page 3*

Quick poll: IDG employees share thoughts on useful business-related books for your reading pleasure *page 8*

This week on IDG Central

Meet Your Colleague

PC World Art Director Barbara Adamson, a 22-year veteran, moonlights as a jazz singer.

Vietnam Computerworld Expo sets attendee, exhibitor records

Vietnam Computerworld Expo, held July 5-10 in Ho Chi Minh City, marked its 10th anniversary and set several new attendee and exhibitor records while solidifying its reputation as the foremost IT event in Indochina.

The event consisted of a two-day conference, Vietnam ICT Outlook, which drew more than 1,000 Vietnamese policymakers, IT experts and executives from local and international IT companies. The four-day expo drew 200,000 visitors, 50,000 more than organizer IDG Vietnam expected. There were 206 exhibitors, up from 179 last year, and exhibition space increased from 6,000 sq. meters in 2004 to 6,700 sq. meters. Companies represented included major firms from the U.S., Japan, Europe, China, Taiwan, Korea, Singapore, Malaysia, Thailand and Vietnam. Revenue was also up more than 20% from last year.

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Bio-IT World honors innovation in third Best Practices Awards

Bio-IT World magazine honored the winners of its third annual Best Practices Awards at a ceremony held at the National Press Club in Washington, D.C., at the end of June. Designed to recognize the innovative use of technology and business strategies that accelerate the drug research and development process, the event attracted more than 120 key industry leaders and featured keynote speeches by Howard Asher, chairman of the board of Life Sciences Information Technology Global Institute; and H. Thomas Watkins, CEO of Human Genome Sciences.

In addition to the six organizations honored in various categories, Bio-IT World President & Publisher **Alan Bergstein** presented the President's Award to Dr. Leroy Hood, president of the Institute for Sys-

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in brief newsworthy

Four IDG execs featured in video accompanying college business text

If you would like to view IDG's 12-minute segment of the video that accompanies this textbook, visit IDG Central at www.idgcentral.com where it is available on the home page.

College students studying international business may find themselves learning a thing or two from several of IDG's senior executives, thanks to their participation in a video that accompanies a new textbook: "International Management—Strategic Opportunities and Cultural Challenges," published by Houghton Mifflin Co.

Featured in the 12-minute segment – Talking IDG Across the Globe – are IDG CEO **Pat Kenealy**, IDG International Publishing Services President & CEO **David Hill**, IDG World Expo President & CEO **David Korse** and IDC Senior Vice President of Strategy **Gigi Wang**.

IDG caught the attention of the video's producer thanks to a May 2004 Fortune magazine profile of IDG Chairman **Pat McGovern** titled "International Man of Everything," (available with this article on IDG Central) which highlighted the company's international expertise, said IDG Director of Corporate Communications **Howard Sholkin**.

Sholkin recruited the four IDG executives who agreed to discuss the communications issues that can arise when conducting business across cultures and countries.

Among the themes discussed are:

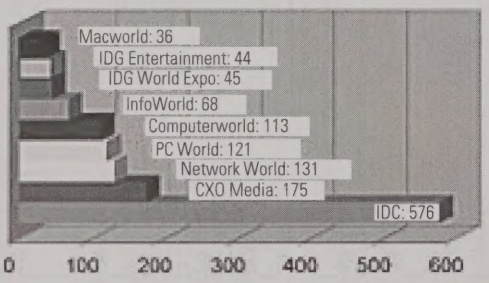
- It's not what you say, but what the listener hears.
- English as a business language.
- Thinking twice before hitting the send button when communicating by e-mail.
- What does "yes" mean?
- Different management styles across cultures.
- Meeting and learning about other people.

Also featured in the hour-and-a half-long video are executives from Texas Instruments, Starbucks, Accenture, Subway and Hewlett-Packard.

For more information, contact Howard Sholkin at howard_sholkin@idg.com. WU

By the numbers

Headcount: Employees at Selected U.S. Business Units (as of July 2005)



World Update seeks global input

The editors of IDG World Update rely on employees around the world to send news, story ideas, columnist recommendations, "Ask the Experts" questions and feedback. While news about busiess unit achievements and milestones is always welcome, we also seek "how-to" tips for best practices across all functional areas, such as marketing, sales, online, editorial and business development. Write to world_update@idg.com.

Computerwoche, IGS team with Blackberry agency to provide multi-media solution

Looking to increase the German market's awareness of the Blackberry mobile e-mail device and generate qualified sales leads, Blackberry's agency Research In Motion (RIM) teamed with Computerwoche and IDG Global Solutions (IGS) to promote the Blackberry at the CeBIT trade show earlier this year.

This four-page custom insert helped generate approximately 1,000 qualified sales leads.

Not only did RIM run a special four-page custom insert in Computerwoche and Computerwoche's two special CeBIT issues and several ads on the Computerwoche site, but it sent 20,000 German IT decision makers in medium to large companies, all culled from the Computerwoche database, a direct-mail piece urging them to register on a Computerwoche microsite www.mobil-mit-blackberry.com). The approximately 1,000 who registered are testing Blackberries for several months, after which RIM will look to sell the Blackberry products and services to the testers' companies, as well as use the registrants' experiences with the device in marketing case studies.

For its full-service handling of the lead-generation campaign, IDG charged RIM about 100,000 Euros (US$121,440) for the Blackberry project.

"RIM intended to focus this campaign clearly on IT decision makers," said Computerwoche Publisher **Michael Beilfuss**. "During 2004 they spent significant amounts in business publications driving awareness of the Blackberry as a cool device, but they didn't promote its capabilities as a service provider and enabler for business solutions. The campaign was designed to broaden that awareness of the Blackberry brand and, of course, generate qualified sales leads."

Beilfuss said IGS was "deeply involved" in the project, particularly Associate Director, Business Development, **Richard Robinson** and International Sales Director **Shane Hannam** who organized the initial sales-pitch meeting with RIM in Frankfurt, and helped develop the idea with the Computerwoche sales team, led by Executive Ad Sales Manager **Achim Schäfers**.

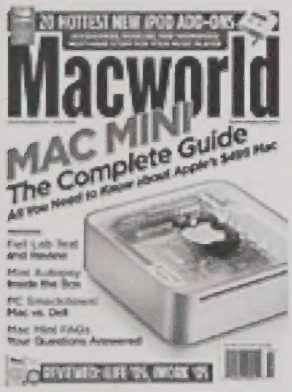
"To me, it's a successful example of how IT publications should provide solutions to advertisers and marketers," Beilfuss said. "By creating specially designed programs that use every communication platform — print, Web, newsletters and direct marketing — and bundling them into one bespoke solution. This clearly puts us ahead of our competitors and gives us the opportunity to build a much deeper relationship with an advertiser and its agency."

Getting senior decision makers to the table is becoming more and more difficult, he said, "especially if we only talk about simple ad sales. Looking for the bigger picture for the client and providing a solution is the way to go — and we have all the platforms available."

For more information contact Michael Beilfuss at mbeilfuss@computerwoche.de. WU

what I've learned about...

After neck-and-neck newsstand sales last year, Macworld has consistently outsold its leading competitor MacAddict on the newsstand for the last seven months, which the Macworld team attributes to a concerted effort to create great-selling covers. IDG World Update talked to Macworld Art Director **Rob Schultz** about what makes an appealing cover. Contact him at rob_schultz@macworld.com.



Compare and contrast: The simpler cover for Macworld's April 2005 issue outsold MacAddict's more complex version, even though both had similar cover stories.

Creating covers that sell

Q What changes in the covers have you made that you think are improving newsstand sales?

A We've been using larger type, bolder colors. Other than that, I think newsstand sales have shown that we've done a better job overall of executing the cover elements (headline copy, photography/art treatment and design) when Macworld and MacAddict have had similar cover subjects.

Q Who designs the covers?

A I do. The art department is only myself and Designer **Lori Flynn**. I'll create a dozen or so different designs before they are weeded out or modified. It's a collaborative process that involves Editorial Director **Jason Snell**, Executive Editor **Dan Miller**, Managing Editor **Charles Purdy**, Circulation Director **Shawne Burke Pecar** and me. When all is said and done, the editorial department, and ultimately Jason, has the final say, though we take everyone in the cover group's opinion into account. We also rely on Circulation to give us an idea of what verbiage and layouts work best in selling issues on the newsstand, as well as what past covers have done well.

It's mostly about giving the potential newsstand buyer a reason to pick up the magazine. We try to use results-driven lines — ones that will apply to a large part of our audience, lines that might fix a problem they have or show them new ways to use their Mac and the OS. New products are often strong sellers for Macworld and most computer magazines. With an established magazine such as Macworld, retail coverage and distribution aspects are fairly static issue to issue. It is clearly content — cover subject, image, and cover lines — that make or break the sale. Seasonality does play a part, but given a mature newsstand industry, industry happenings, while they may establish longer term trends, seldom play an issue-specific role.

Q Generally speaking, how are Macworld's covers different from MacAddict's?

A For Macworld's covers we choose content for the cover that is going to have the strongest appeal on the newsstand. However, we won't put 10 strong cover lines on the cover; we try to chose the three or four of the strongest items and play those up as much as possible, being careful not to detract from the main cover subject. MacAddict tends to have one main cover topic and eight to 10 secondary cover lines — so many secondary topics that they have to be tiny and get lost on the newsstand.

I also tend to use a more simplified color palette than MacAddict does. Limiting our palette to two, sometimes three, colors ensures that the overall cover will have impact and the color won't detract from or dilute the image.

Occasionally MacAddict will do conceptual covers that sometimes are difficult to "get" at first glance. You should be able to quickly glance at a cover and know what the cover subject is. If you have to spend more than a few seconds trying to figure out the image then chances are it won't do well on the newsstand.

Q How do you decide what the cover art will be? Is it always a product? Do you ever use humans on the cover?

A We take into account how past cover subjects have done and what we've learned our readers want through reader surveys. Ultimately, it has to be something that's going to grab the newsstand buyer. If there's ever a hot new Apple product, that usually trumps everything else. When the cover subject or product is chosen we try to develop the most compelling way to present it. If it's a product we'll try to photograph it in a way that you might not have seen it before — where you know at a glance what you're looking at, but it's shot in a way that might grab someone's eye on the newsstand.

Humans don't appear on the cover very often. The last one we had on the cover was in June 2004 — a hand holding an iPod. In my opinion, humans can take the focus off whatever product we're featuring. We're more of a product-focused magazine than a lifestyle magazine. However, it's not a rule; if a human works with whatever the subject matter is, I think we'd go that route.

Q Can you give us a few ingredients that are key to a successful cover?

A A compelling cover topic that appeals to a large audience; simple, straightforward ideas or concepts; and good contrast both within the cover and against all the other covers on the newsstand. Of course, we don't know what the other covers will look like; we obviously only have control over how Macworld looks. But we do our best to ensure that it's going to stand out on the newsstand with type and an image that contrasts well with whatever background we're using. Also, MacAddict tends to do a lot of dark covers. We usually stand out from them since we do a good number of white or lighter/brighter colored backgrounds. WU

Matt Sweeney

continued from page 1

ment from editorial to marketing to production to human resources needs to be on board with the same mission of delivering user-focused content to enterprise IT management and effective marketing programs for our advertising clients.

Q What are your priorities for your first 90 days in your new role?

A The timing of my transition into this new role actually works quite well as we're in the midst of planning for fiscal '06. My immediate priority is to make sure all departments have a plan for next year that makes sense — we need to be very aggressive but always temper that with realistic expectations. Due to the growth we anticipate next year based on our strategic plan, we are planning to add staff, so getting the right people in to work with our top-notch team is a key priority.

"Computerworld is deep with talent, and more importantly, passion, and it's great to be a part of that."
— Matt Sweeney

Q Where is Computerworld headed in the next 12 months?

A We've had an incredible year at Computerworld, and the coming year promises to be one of continued growth, particularly with our online and events businesses. The vitality of our brand has strengthened in the marketplace, and I see that momentum continuing through this coming year.

Q What excites you most about this new opportunity?

A The most exciting aspect of this opportunity is the strength of the team already in place at Computerworld. I've worked for over 20 years in publishing, and I feel this is the strongest, most well-rounded management team I've seen. Part of the strength of this team is the people they have surrounded themselves with — Computerworld is deep with talent, and more importantly, passion, and it's great to be a part of that.

Q Can you briefly outline your career path?

A After a brief hiatus chasing the Internet startup dream, I came back to the technology media market with Ziff Davis. What I realized I missed about the technology media market was working for an owner, like IDG, that had a long-term view of the marketplace, and was committed to quality editorial and circulation.

Q How do you spend your non-Computerworld-focused time?

A I enjoy spending time with my wife Ally, and children Sam and Lucy. I also enjoy playing golf with friends, and I am training for a charity bike ride at the end of August called the Connecticut Challenge that raises money for the Yale Cancer Research Center.

Contact Sweeney at matthew_sweeney@computerworld.com. WU

Vietnam Computerworld Expo

continued from page 1

"All the exhibitors and international delegates were amazed at the number of visitors, many of whom were young people crowding in front of booths featuring the latest ICT products and solutions, especially games, digital and mobile devices," said IDG Vietnam Communications & PR Manager **Diep Nguyen**. "Exhibitors told us this showed the potential of the Vietnamese market, and they expressed their great interest in coming back to Vietnam Computerworld Expo in the years to come."

For the fifth consecutive year, IDG Vietnam donated a portion of the registration fee, and also sold passport holders with the IDG Vietnam logo, to benefit Ho Chi Minh City's Society for Disabled People and Orphans.

Write to diep_nguyen@idg.com.vn. WU

*IDG Communications President **Bob Carrigan** presents the IDG Scholarship Awards to five outstanding IT students from southern Vietnam during Vietnam Computerworld Expo's opening reception at the Reunification Palace, . Fifteen other students will receive scholarships this year in conjunction with IDG Vietnam events in other parts of the country. The reception also featured a live television broadcast of a ceremony honoring outstanding individuals and organizations that contributed to the development of IT in Ho Chi Minh City during the past 20 years.*

More online

For more information on IDG's activities in Vietnam, see stories in past issues of World Update (July 11 and April 14, 2005 and Oct. 11 and Oct. 18, 2004) on www.idgcentral.com.

Current Jobs, Week of August 8, 2005

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network Operations Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Production Designer	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
CXO Media						
	Conf	Audience Development and Marketing Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Conf	VP, Executive Programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Cust Serv	Member Services Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Copy Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Gen	Communications Program Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	Deputy CIO	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Senior User Support Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Producer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Ad Sales Associate	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	California	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Midwest	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager/CSO Exec Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sr. Program Manager/CSO Exec Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Oracle DBA	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Tech	Senior Web Developer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Tech	Web Developer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	IS	Applications Developer	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7971
IDG Entertainment						
	Ad Coord	Ad Ops Coordinator	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	IS	Desktop Support Specialist	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Mktg	Marketing Manager	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG News Service						
	Edit	UK Correspondent	London UK	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Admin	Administrative and Sales Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Audience Development Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	General Manager, InfoWorld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Newsletter Product Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	Product Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Mac Publishing						
	Ad Sales	Regional Account Manager	San Francisco	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Audience Development Manager	San Francisco	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Pub	Associate Publisher, Custom	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333
	Mktg	Marketing Communications Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Associate	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Art/Design	Designer, Online	San Francisco CA	Robert Kanes	robert_kanes@pcworld.com	415-978-3333
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	HR	Human Resources Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Advertising Operations Manager	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Tech	Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Vice President, Marketing	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Conf	Program Director, Conferences	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Marketing Programs Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Manager, Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Semiconductors	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile Devices: Consumer	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Storage Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Health Delivery Segment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Health Payor Segment	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Sr. Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Industry Major	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Major Industry Accounts West	Irvine CA or San Mateo C/	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Tech	Business Analyst	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Desktop Support Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

IDG

August 8, 2005

Executive Programs Assistant/Specialist (CWI)

Computerworld has an exciting opportunity for an experienced individual to provide coordination of Best Practices® awards programs and assistance on CIO advisory boards, executive roundtable programs, focus groups and liaison on all Computerworld awards programs. This position requires executive level contact with IT management and their staffs as well as synergistic contact internally to coordinate with event and awards program execution. The successful candidate will have exceptional project management skills, customer service and strong communication skills (written and verbal). Strong attention to detail and a high level of professionalism with a positive and assertive personality a must. Proven PC and internet skills are essential. A Bachelor's degree and a minimum of 5 years of proven work experience in an entrepreneurial environment are required. Reporting to the Executive Vice President, Strategic Programs, this individual will also have communication and administrative responsibilities as a primary contact for all day-to-day operations.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Member Services Specialist (CXO)

CXO Media has an exciting opportunity for a Member Services Specialist working on CXO's executive community which provides the most senior executives at leading enterprises worldwide with research, problem solving and support. The Member Services Specialist (MSS) works with Account Reps providing high-touch consultative services to senior level IT executives. Reporting to the Managing Director, the MSS conducts needs assessment interviews with Council members at enrollment, advises, schedules, and follows-up on member-to-member peer matches and provides support to Program Directors on major programs such as Council-wide tele or web conferences. MSSs communicate regularly with account reps on the activities and status of their accounts, provide the team valuable "storytelling" information about satisfied members, and partner with account reps on member renewal. MSSs provide feedback to Council senior management about membership trends and offer proposals for new Council programs and events. Ideal candidates are extremely detailed, have excellent written and oral communication skills, are adept researchers, and enjoy a wide variety of tasks and responsibilities. 5-7 years of relevant experience and knowledge of the IT industry are required.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Advertising Producer (CXO)

CXO Media is seeking an online advertising producer who will assume responsibility for the development of custom websites for advertisers and sponsors, the creation of house advertising, and the construction of prototypes to assist CXO's sales team win new business. The ideal candidate will possess 5 years experience in web site design and implementation, with strengths in page design, CSS, Flash, and the Adobe suite of graphical tools. Familiarity with advertising-related issues, DoubleClick Dart, and lead generation programs is a plus. Must be able to build, from the ground up, under deadline, compelling web properties for our sponsors and advertisers, collecting content from our editorial archives and the client. Requires 3-5 years strong experience with advanced HTML, DHTML, JavaScript and CSS, and browser testing across Mac and PC platforms. Excellent troubleshooting skills to analyze and remedy complex coding and rendering problems, strong familiarity with the issues related to cross-browser compatibility and solving these issues, 2 years of experience with CCS-based layout, and 1-2 years XML/XSLT experience.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Web Developer (CXO)

CXO Media Inc. is seeking a senior level web developer with 5+ years of solid application development experience in a business environment working on large projects. Must be well organized, self-motivated, a problem solver and be able to communicate effectively. The ideal candidate will be skilled in Web development using PHP, HTML, SQL and Java Script in an Apache/Linux environment, and must have extensive database experience and 5-7 years of web programming in a commercial development environment. Additional qualifications include knowledge of browser compatibility issues for all platforms and major browsers. Successful candidate will have a demonstrated ability to work in a team environment, excellent interpersonal and oral communication skills, technical project leadership experience and project management skills, including ability to train others in Web-related skills. Helpful background includes optimizing database transactions and familiarity with full life cycle software development. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Account Executive, Industry Majors (IDC)

IDC's Industry Sales Group is seeking an Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the east coast. This position will report to the Vice President, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will be responsible for developing and prospecting for consulting, sponsorship and multiclient opportunities in a target set of East Coast Major Accounts, follow up on proposal generation, responding to client requests for information and/or problems, and continuing to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients, build strategic relationships with the client base, and assist with coordinating global account selling. Requirements for the position include 3-6 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with computer hardware industry a plus. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelors Degree (or equivalent) is required. This position may be based out of IDC's Framingham, MA office and will require approximately 10% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Executive, Major Industry Accounts West (IDC)

IDC's Industry Sales Group is seeking a Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the west coast. This position will report to the Vice President, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new products to develop and sell. Requirements for the position include 3-6 years of sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelors Degree (or equivalent) is required. This position may be based out of IDC's Irvine or San Mateo, CA offices and will require approximately 25% travel. ***Location: Irvine, CA or San Mateo, CA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Mobile Devices: Consumer (IDC)

IDC's Clients and Mobility group is seeking a Research Analyst to cover the mobile and wireless device industry, with a concentration on their usage by consumers and enterprise customers. Mobile professionals and individual consumers increasingly rely on mobile device technology as a means for staying connected, organizing schedules, consuming mobile content and as platforms for extending corporate applications to the field. From researching emerging applications targeted at consumers, such as mobile gaming and music, location-based services, and mobile TV, to their uptake within corporate environments where improved productivity, security concerns and device management are chief issues, this position will be responsible for providing IDC's vision on the role of mobile devices in these different usage scenarios. The Analyst will be responsible for gathering and analyzing qualitative and quantitative information to create research studies that provide strategic insights and advice to our clients. Responsibilities include market sizing, forecasting, as well as in-depth company analysis, and tracking technology and usage trends in collaboration with our semiconductor and wireless analysts. Other responsibilities include working with IDC analysts around the world to shape our research in mobility, maintaining publication deadlines, presenting research and insight at industry events and in front of clients, and assisting on custom consulting opportunities. The analyst will be responsible for responding to client inquiries as well as developing relationships with top executives and marketing managers within mobile device and mobile application providers, mobile operators, as well as with investment banking and portfolio analysts, Fortune 1000 companies, and the media. The ideal candidate will have strong writing and analytical skills, proficiency in the use of Microsoft Excel, and broad knowledge of the mobile and wireless markets. A bachelor's degree is required; a master's degree is an added bonus. In addition to a positive attitude and good interpersonal skills, candidates with experience in the mobile and wireless market or analyzing various technology markets is preferred. The position requires the candidate to work out of IDC's Framingham, MA office. Some travel is expected. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Regional Account Manager (MAC)

Mac Publishing has an exciting opportunity for an experienced regional sales manager based in the SF area selling both the leading national publication in the Macintosh computer/iPod market and our suite of websites serving that market. Key responsibilities include new business development while maintaining strong relationships with a large active account base. Candidates must have at least 5 years of field ad sales experience, ideally in the tech space, and a proven track record for meeting and exceeding revenue goals. Candidates must possess excellent communication, presentation and organizational skills and have a great reputation with marketers and the ability to work with senior executives as well as day-to-day advertising decision makers. Interest in and experience with the Mac market is a big plus. This position requires extensive travel to So. California and the Pacific Northwest. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Associate Publisher, Custom (NWI)

Network World has an exciting opportunity for a talented professional with a proven track record of custom media success to lead our growing custom business. The Associate Publisher, Custom will be responsible for prospecting, consultative selling, and account management of custom print magazines, webzines and newsletter programs that will integrate with other Network World initiatives across the brand. Candidates must have a passion for custom media, demonstrate innovative sales techniques, and be able to negotiate with contacts at all levels of an organization. The ability to lead and work within a virtual team environment, strong IT vendor knowledge and 5-10 years of experience working in custom media is required. ***Location: Southborough, MA***
Contact: P. Duarte, Fax: 508-490-6454, Email: careers@nww.com

Advertising Operations Manager (PCW)

PCWorld.com, the Web's trusted resource for management-level buyers and users of technology products, is seeking an Advertising Operations Manager to join its team (in its San Francisco office). Responsibilities include managing all ad placements from avails checking to final reporting, including data analysis, trafficking, fulfillment and reporting for PCWorld.com and its affiliated websites. The Ad Ops Manager will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams, as well as manage the Advertising Operations Coordinator. Candidates must have a solid background in online ad operations, including at least two years of trafficking experience. Please have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Some previous working experience with HTML and JavaScript is necessary, and experience with DART for Publishers would be a definite plus. PCWorld.com serves all forms of rich media banner advertisements, text/HTML newsletters, and unique HTML emails. Some experience with each is ideal. This position reports to the VP/Publisher of PCWorld.com. PC World offers competitive salaries, top-notch benefits and a commitment to employee training and development. Please submit cover letter, resume and salary requirement, and reference "PCW Ad Ops Manager" in the subject line when applying.
Location: San Francisco, CA
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Sales Associate (PCW)

PC World seeks a highly independent Sales Associate to provide top-notch support to the VP/Publisher of PC World magazine. This self starter must be able to multitask in a fast-paced, deadline-oriented environment. Key responsibilities include managing sales projects, developing presentations, coordinating travel arrangements and providing general administrative and office support. S/he will also support the magazine's sales efforts by providing outstanding customer service to clients, maintaining sales/client files and databases, conducting analyses on competition, and facilitating ad production. This position requires top-notch organizational, time management and oral/written communication skills, as well as superior MS Word, Excel, PowerPoint and Adobe Writer skills. Candidates must demonstrate a high degree of professionalism, a facility with numbers and an eye for detail. A minimum of 2 years of senior management-level administration experience preferred; familiarity with publishing and/or advertising is ideal. ***Location: Paramus, NJ***
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Business Analyst (IDC)

The Information Technology group at IDC is seeking a Business Analyst to who will work with business owners and technologists to define project deliverables, document specifications, and guide projects through the SDLC. The Business Analyst will be responsible for writing specifications, working with business owners and technologists to determine scope, and ensuring the SDLC has been followed. Reporting directly to the Director of IT Planning, responsibilities include: developing and managing close relationships with users, ensuring best practices are maintained and utilized, coordinating the design effort, specifying project deliverables, and working with Quality Assurance, Development, and major stakeholders to ensure the deliverables accurately represent the project specifications. We are seeking an individual who has experience in a collaborative environment and is adept at working with individuals both across the U.S. and internationally. The individual must possess excellent writing, business analysis, project management and presentation skills. Must have experience and credibility to work with a technical team and the communication skills to work with all levels of management. This position requires 4-7 years of experience as a business analyst or equivalent. Must be very detail oriented and possess a strong process and results oriented background. Experience working with a global team strongly preferred. This position is based in Framingham, MA with scheduled working hours between 7:00 AM and 3:30 PM. ***Location: Framingham, MA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Program Director, Conferences (IDC)

IDC's US Conference Group is seeking a Program Director to join our growing team. The Program Director has responsibility for managing 7-8 conferences per year and will focus on launching and developing new annual programs. This position will report to the Vice President, US Conferences. The primary responsibility of this position is to research topics and conduct content discussions with IT and business leaders to determine the unique value proposition for each event. The Program Director is also responsible for launching and managing the events through the product lifecycle. The ideal candidate works well independently and as part of a changing team of analysts, external advisors, sponsors and salespeople. In working with the IDC sales team, the Program Director will be responsible for developing a compelling sales pitch, identifying potential sponsors, and participating on sales calls with potential sponsors. Candidates must have the drive to meet personal and team financial goals, demonstrate grace under pressure, be motivated to provide the highest level of service and value and possess superior verbal and written communication skills. BA, MBA preferred. 8-10 years professional experience, 5-7 years marketing specific preferred. This position will be located in IDC's Framingham, MA office. ***Location: Framingham, MA***

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst to support Wireless LAN, network infrastructure, Telecommunication services (including wireless and mobile communications) and channels research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. Account management for some of our IDC Preferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with specific IDC Research Groups to provide support to internal analysts, sales reps and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with two - three years of internship and/or professional experience in a research or high technology environment. This position is based in Framingham, MA and does not require travel. Relocation is not available. ***Location: Framingham, MA***

Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst to support mobile devices, consumer devices, personal computing, PC Tracker and displays and projector research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. Account management for some of our IDC Preferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with specific IDC Research Groups to provide support to internal analysts, sales reps and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with two - three years of internship and/or professional experience in a research or high technology environment. This position is based in Framingham, MA and does not require travel. Relocation is not available. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager, Industry Major (IDC)

IDC is seeking a Sales Manager for IDC's Industry Major Accounts Team. This position will work directly for the Vice President of Major Account Sales for the Computer Hardware industry. The Sales Manager will be responsible for business development, setting global account selling strategy, and managing the business relationships for several of IDC's Major Account customers. The Sales Manager will be responsible for monthly sales of IDC's entire portfolio of products and services, including syndicated and primary research, events, speaking engagements, and more. This individual will carry a hard quota of approximately $3 million. To be successful in this role, candidates must have a minimum of 7+ years of executive selling experience with complex goods or service to technology vendors. Prior experience selling IT research and familiarity with computer hardware is preferred. Candidates must have exceptional account management skills, proven relationship building talent, top level presentation and communication skills (written and verbal). MBA preferred, Bachelor's degree required. This position will be based out of IDC's Framingham office and will require approximately 30% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Manager (IDGE)

IDG Entertainment is searching for a Marketing Manager with an emphasis in PR, Research, and Events. In this position you will manage these three functions for the company. You will be responsible for proactively placing business data and news in targeted media outlets. You will assists with developing and executing PR campaigns, securing press attendance at events and tracking the company's performance in the media. Within the research function of this position, qualified candidates will have the ability to create strategic and tactical research in support of advertising sales and public relations/publicity programs, manage ongoing print and online readership/viewership studies, manage syndicated research, competitive and market analysis, create and package research data and tools. Event responsibilities include managing the operations and logistics function for industry trade shows, including day-to-day management and strategic planning of on-site vendors, exhibitor relations, vendor contract negotiations and move in/out, telecommunications, security, catering and signage. IDG Entertainment trade shows will be managed in conjunction with a joint venture partner. This position requires 5+ years marketing experience with some experience in publishing, online or entertainment industries. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Online Senior Account Executive (IDGE)

IDG Entertainment is seeking an Online Senior Account Executive to work primarily in the Northwest Territory with our Online Sales team. This position is a senior level sales support position with outside sales responsibility. Responsibilities include prospecting and maintaining smaller accounts within an assigned territory in conjunction with our Sales Director. This position requires 5-7 years of business experience and 3+ years sales experience with knowledge of online and connections in the video game and/or entertainment industries. Agency and client contacts within the territory are a plus. This is a fast-paced and exciting industry. We are looking for an extremely pro-active candidate who is team oriented, creative and looking to make their mark in the field! Please indicate Online Senior Account Executive in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Bio-IT World

continued from page 1

tems Biology in Seattle. Dr. Hood was recognized for his role in developing high throughput sequencing technology, which gave root to the field of genomics, as well as groundbreaking work in the field of systems biology.

"This isn't a beauty pageant. It's a rigorously judged competition in which our expert panel of judges strive to publicly recognize and honor those companies and individuals who are playing such a critical role in the future of the Bio-IT and biopharma industries."

— Kevin Davies

The 2005 Best Practices Awards were organized by Bio-IT World Executive Editor **John Russell** and Editor-in-chief **Kevin Davies**, both of whom served as judges. Joining them in reviewing the 33 lengthy submissions for this year's competition were **Michael Greeley**, general partner, IDG Ventures Boston; **Scott Lundstrom**, VP of research at IDC's Life Science Insights; **Brock Reeve**, COO & managing director of Life Science Insights; and five other distinguished industry experts.

"This isn't a beauty pageant," Davies said, "it's a rigorously judged competition in which our expert panel of judges strive to publicly recognize and honor those companies and individuals who are playing such a critical role in the future of the bio-IT and biopharma industries."

Winners included the following:

- *Discovery and Basic Research*: Translational Genomics Research Institute
- *Computational Biology and Informatics*: Pfizer Global R&D
- *Clinical Research and Trials*: GlaxoSmithKline
- *Infrastructure: IT Hardware & Systems Software*: Harvard Partners Center for Genetics and Genomics
- *Knowledge Management*: National Cancer Institute
- *Business Strategy*: U.K. Trade & Investment

Beyond the benefits of creating a live peer-to-peer environment in which to recognize the industry's leading contributors, the Bio-IT World staff works hard to leverage the event's influence year round. "All entrants receive a complete compendium of entries with contact information as a way to encourage an open exchange that benefits each and every one of us," said Bio-IT World Director of Marketing Communications **Gina Bajenaru**. "We actively use this event as a means to provide a year-round exchange with our readers and build relationships for future advertisers and subscribers."

The company has also created a monthly e-newsletter called "Best Practices" in which it profiles the winners and presents case studies of innovative drug discovery, development and research and the technologies used in those efforts. This allows them to continue the peer-to-peer exchange, build relationships with advertisers and promote the next year's event.

For more information, contact Gina Bajenaru at gina_bajenaru@bio-itworld.com. WU

Coming up

The Seventh Annual CIO 100 Symposium & Awards Ceremony
Aug. 23-25
Coronado, Calif.
www.cio.com/conferences

Content Management Forum
Aug. 31 - Sept. 1
Otemachi Sankei Plaza
Chiyoda-ku, Tokyo
www.idg.co.jp/english/event.html

LinuxWorld Conference & Expo
Sept. 7-9
Gostiny Dvor
Moscow
www.linuxworldexpo.ru/

Computerworld Enterprise Management World
Sept. 12-14
Marriott Bethesda North Conference Center
Bethesda, Md.
leo_leger@computerworld.com
www.emwusa.com

Network World Security Technology Tour and Expo
New York City, (Sept. 13), Boston (Sept. 15), San Jose, Calif. (Sept. 27), Seattle (Sept. 29)
www.nwfusion.com/events/itseminars.html

SOA for Government
An InfoWorld event
Sept. 14
Renaissance Mayflower Hotel
Washington, D.C.
www.soaexecutiveforum.com/gov

LinuxWorld Conference & Expo
Sept. 14-16
Sandton Convention Centre
Cape Town, South Africa
www.linuxworldexpo.co.za

Modeling Forum
Sept. 15-16
Otemachi Sankei Plaza
Chiyoda-ku, Tokyo
www.idg.co.jp/english/event.html

Computerwoche Executive Forum
Sept. 18-19
Radisson SAS Palais Hotel
Vienna, Austria
gholzwart@computerwoche.de
www.idg-veranstaltungen.de/index.cfm

CMO Perspectives: Making the Right Connections
Sept. 18-20
The Broadmoor
Colorado Springs, Col.
www.cmomagazine.com/conferences/home.html?ID=241

IDC Security Forum East: Minimize Risk Through Infrastructure Security and Business Continuity
Sept. 19
Millenium Broadway Hotel
New York City
www.idc.com/securityeast05

For a more complete list of upcoming events, visit IDG Central at www.idgcentral.com.

noteworthy people

New employees

With nearly 10 years of research and analyst work at Japanese research firms, **Koichi Sato** comes to IDC Japan as a project coordinator, Consulting. In his free time he enjoys spending time with his family and playing futsal, an indoor version of soccer with five players per team, popular in South America and Europe. *ksato@idcjapan.co.jp*

CXO Media's new senior program manager for the CIO Executive Council is **Amanda Neal**. She was previously a strategic account manager with Sybase, Inc., and holds a degree in telecommunications from Oral Roberts University in Tulsa, Okla. In her free time she enjoys tennis and water skiing. *aneal@cxo.com*

IDG WORLD UPDATE
Rodas

Jose Rodas joins IDG Central Services in San Francisco as office services coordinator. He was previously a stock/inventory/mail room clerk with the American Red Cross of Northern California where he received incoming blood deliveries, processed incoming/outgoing mail and express service packages, maintained supply and kitchen inventories, kept all office equipment in good order and assisted with office moves, reconfigurations and space planning. A graduate of San Francisco's Mark Twain High School, he enjoys backpacking and camping, biking and DJing. *jose_rodas@pcworld.com*

IDG WORLD UPDATE
Farivar

Macworld's new assistant editor is **Cyrus Farivar**. Previously a freelance journalist, he has written for Wired News, Wired and The New York Times. He earned a B.A. in political economy from the University of California/Berkeley and an M.A. in journalism from Columbia University in New York. A former Eagle Scout, he enjoys travel, cooking, and "geekery." *cfarivar@macworld.com*

PETER SHORT
Campbell

Sales Operation Coordinator **Pamela Campbell** comes to IDC Framingham from her role as sales analyst with Systems Maintenance Services. She holds a B.A. in sociology from Framingham (Mass.) State College and enjoys spending time with her nieces and nephews and traveling, especially to Cape Breton, Nova Scotia, where her family has a summer home. *pcampbell@idc.com*

PETER SHORT
Lodge

Michael Lodge joins IDC Framingham as a research analyst in the Hardcopy Peripherals group. Prior to receiving an M.B.A. from Goizueta Business School at Emory University in Atlanta, he was a product manager with Fidelity Management and Research in Boston, responsible for the day-to-day operational issues of 52 mutual funds. He also holds a B.S. in biology from Union College in Schenectady, N.Y. Away from the office he plays kickball and softball in the Boston Ski and Sports Club leagues; his kickball team recently won the championship. He ran the Boston Marathon in 2000 and 2001 and raised more than $2,000 each year for cancer research. *mlodge@idc.com*

Event Services Coordinator **Amanda Miles** comes to IDG World Expo from Comcast Spotlight where she was a marketing communications coordinator, supporting account executives in selling advertising space on cable TV. She earned a B.A. in psychology from the University of Massachusetts and an M.A. in integrated marketing communications from Boston's Emerson College. Away from the office, she enjoys travel, cooking, the beach and spending time with friends and family. *amanda_miles@idg.com*

Montminy

Previously a partner sales executive at DCI/Shared Insights, **Christian Montminy** joins IDG World Expo as a sales manager for LinuxWorld where he will sell event sponsorships and exhibit space. A graduate of Providence (R.I.) College, he holds a BS in marketing. In his free time he enjoys golf, skiing, wakeboarding, reading motorcycle and automotive magazines and planning his wedding in September. *christian_montminy@idg.com*

BILL RIGBY
Mewing

Previously a production artist/graphic designer for Giga Information Group and then a temp at Computerworld, **Caroline Mewing** joins CW full-time as a graphic designer specialist. She holds a B.F.A. in graphic design from the Rochester (N.Y.) Institute of Technology and enjoys the beach, golf and the Boston Red Sox. *caroline_mewing@computerworld.com*

IDG World Expo has hired **Erin McKay** as an audience development specialist for its Open Source Business event. She previously worked as a marketing assistant with the Simon Property Group. She earned a B.S. in business from Ithaca (N.Y.) College and will soon be attending Babson College in Wellesley, Mass., part-time as she pursues an MBA. Away from work and school she enjoys traveling and spending time "with family, friends and dogs." *erin_mckay@idg.com*

IDC Framingham has hired **Michelle Dennis** as an operations specialist with its U.S. Conference group. A graduate of Bentley College in Waltham, Mass., she holds a B.S. in management and enjoys boating, travel, skiing and reading. *mdennis@idc.com*

Previously the VP/Trade at Fusion, **Stephen Buckler** joins the CIO Executive Council as senior program manager. He holds a B.A. in political science from Le Moyne College in Syracuse, N.Y., and enjoys jazz and outdoor activities. *sbuckler@cio.com*

IDC has hired Hutchinson, Minn.-based **John Rydning** as research manager with its Disk Storage group. He was previously a market research manager with Hutchinson Technology, Inc., and holds a B.S. in business from the University of Minnesota's Carlson School of Management. In his free time, he enjoys playing the guitar, riding horse and investing. *jrydning@idc.com*

Returning employees

Once a Web developer with IDG.net, **Alexis Barrera** returns to IDG as a Web developer with Mac Publishing, coming from his role as an application engineer with Lithium Technologies, Inc. He holds a B.S. in zoology with a minor in art from the University of California/Davis and enjoys math, art and computers. *alexis_barrera@macworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Karl Heinz Zimmermann *IDG Germany*

26
Renate Giesen *IDG Germany*

22
Bengt Marnfeldt *IDG Sweden*
Georg Sing *IDG Germany*

20
Ritva Kokkonen *IDC Nordic*

19
Chris Cuoco *CXO Media*

18
Roseann LaBruno *InfoWorld*
Karin Reitberger *IDG Germany*

17
Esther van Dijk *IDC Benelux*

16
Gabriele Lange *IDG Germany*

14
Carol Johnstone *Mac Publishing*
Tiziana Parma *IDG Italy*
Keith Henry *IDC U.K.*

13
Sally Hudson *IDC*
Michael Wallace *IDC*
Ola Fors *IDG Sweden*

12
Carol Glasheen *IDC*
Frank Froma *IDG Netherlands*

11
Pamela Burchard *Connell Communications*
Ulrike von Trotha *IDG Germany*
Ogelid Kakan *IDG Sweden*
Anders Sjölander *IDG Sweden*

10
Chris Koch *CXO Media*
Keith Kmetz *IDC*
Ulla McGee *PC World*
Jeff Kuta *PC World*
Christian Jahr *IDG Germany*
Franz Koivunen *IDG Sweden*

9
Joan Bonadeo *CXO Media*
Melissa Gruber *PC World*
Achim Schäfers *IDG Germany*
Hiroko Ito *IDG Japan*
Mieko Nishi *IDG Japan*
Sandra Ng *IDC Singapore*
Rumi Nakano *IDC Japan*

8
Katarina Jandova *IDG Czech*
Stephanie Roy *CXO Media*
Jan Öhlund *IDG Sweden*

7
Kathleen Carr *CXO Media*
Tara Welsh *IT World Canada*
Andreas Perband *IDG Germany*
Jörg Spormann *IDG Germany*
Bjorn Hemmingsen *IDG Denmark*
Peer Jensen *IDG Denmark*
Nina Osterwalder *IDG Switzerland*
Anne Kittel *IDG Switzerland*
Marta Powiertza *IDG Poland*
Colin de Almeida *IDC U.K.*

6
Hoang Nguyen *IDC*
Katja Martin *IDG Germany*
Mike Hartmann *IDG Germany*
Christoffer Gullestrup *IDC Nordic*
Mária Piller *IDG Hungary*
Laurie Butson *IDG*
Soo-Kyoum Kim *IDC Korea*
Catrine Haglund *IDG Sweden*
Anders Engstöm *IDG Sweden*
Fredrik Claesson *IDG Sweden*
Rob Groot *IDG Netherlands*

5
Petr Vopalecky *IDG Czech*
Phil Almeida *IT World Canada*
Allan Carey *IDC*
Sterling Perrin *IDC*
Alexander Weis *IDC*
Filomena Cherta *IDC*
Rikke Sternberg *IDG Denmark*
Tomoaki Sato *IDG Japan*
Ivy Lok *IDC Hong Kong*
Milly Xiang *IDC China*
Kumi Tanaka *IDC Japan*
Kiroko Nara *IDC Japan*
Pawel Dudzinski *IDG Poland*
Anna Oleksiak *IDG Poland*
Nelly Visanji *IDG Sweden*
Jan Efraimsson *IDG Sweden*
Frida Eriksson *IDG Sweden*
Mikael Samuelsson *IDG Sweden*
Elena Bytsjichina *IDC Benelux*
Colwyn Munro *IDG Global Solutions U.K.*

4
Karen Ren *IDG China*
Rumiko Makazu *IDG Japan*
Daphne Chung *IDC Singapore*
Abhijit Vyas *IDC Singapore*
Joanna Kosik *IDG Poland*
Jakub Zurek *IDG Poland*
Edyta Mroz *IDG Poland*
Tim van Amerongen *IDG Netherlands*
Jeanine Menes *IDG Netherlands*

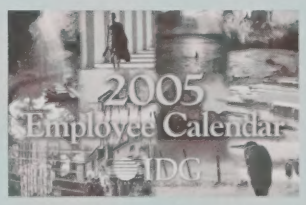
3
Chris Bernardi *CXO Media*
Lori Piscatelli *CXO Media*
Anthony Strattner *IDC*
Julie Fabbrucci *IDC*
Dirk Steiger *IDG Germany*
Sabine Schickel *IDG Germany*
Kai Schmidt *IDG Germany*
Karin Hecker *IDG Germany*
David Bhulapatna *IDG Germany*
James Huang *IDG China*
Andrea Edwards *IDC Singapore*
Toshihiro Mishima *IDC Japan*
Edwin Feldmann *IDG Netherlands*
Verity Homewood *IDG Global Solutions U.K.*

2
Alan Elworthy *IDC*
Thomas Meyer *IDC*
Samanta Paulino *IDC*
Paul Calento *InfoWorld*
Per-Arne Sandegren *IDC Nordic*
Sally Chen *IDG China*
Miklós Halasi *IDG Hungary*
Karen Haslam *Macworld U.K.*
Tan Hai-Wun *IDG Singapore*
Kurt Ball *IDC Singapore*
Timothy Wong *IDC Singapore*
Graeme Muller *IDC New Zealand*
Enid Du *IDC China*
Vivian Zhao *IDC China*
Li Ying *IDC China*
Turid Hegseth *IDG Sweden*
Camila Fusco *IDG Brazil*
Cristiane Calegaro *IDG Brazil*

1
Hana Vancurova *IDG Czech*
Lisa Rowan *IDC*
Heather Maxey *IDC*
Alena Simard *Connell Communications*
Fabio Costa *IDC Brazil*
Reinaldo Sakis *IDC Brazil*
Grace Yu *IDG China*
Lisa Zhu *IDG China*
Sarah Santos *IDG*
Paul Franklin *IDG U.K.*
Yong-Jin Choi *IDC Korea*
Sang-Kyo Kim *IDC China*
Jonathan Gu *IDC Taiwan*
Stacy Wu *IDC Taiwan*
Phawadee Pongsupan *IDC Thailand*
Konrad Sliwecki *IDG Poland*
Szymon Augustyniak *IDG Poland*
Luiz Filipe Roschel *IDG Brazil*
Michel Lases *IDG Netherlands*
Michel Pouwels *IDG Netherlands*
James Bailey *IDG Global Solutions U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Send your photos by Sept. 16 for the IDG Calendar Contest!



Twelve photos will be selected for the 2006 IDG Employee Photo Calendar. First, second and third prize winners will receive $300, $200 and $150, respectively. Here's what to do (go to www.idgcentral.com for complete details):

- Submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi.
- Label each entry with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. Do not write directly on the back of your photos.
- Entries must be received by Friday, Sept. 16. Photos will not be returned.

Send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, Mass. 02109 U.S.A.

Questions? Write to world_update@idg.com.

quick poll for fun

Reading is fundamental

The editors of IDG World Update recently surveyed a sample of IDG employees about the best business-related books they had read.

The Creation of the Media by Paul Starr
"I don't really read business "how-to" books much — I get much of that content from magazines that excerpt them — but I read a lot of media histories and biographies. One of the most interesting of these I've read in the last year or two was by Paul Starr, a Princeton University sociology professor and Pulitzer prize winner. The book traces how the U.S. media business developed since pre-revolutionary times to the mid-20th century and contrasts that development strikingly with the way the media developed in Europe over the same period. I was amazed by how big political decisions made every 25 years or so shaped media developments and how lucky the U.S. has been to have decided so wisely almost every time. I hope we will be so lucky as the country enacts Internet and digital media legislation over the next 10 years."

— ***Pat Kenealy***, *CEO, IDG*

Good to Great by Jim Collins
"The book is easy to read because the firms covered are largely household names and that level of familiarity helps the reader relate to the reasons behind what makes a good company great. Unlike as in a lot of theoretical books, Jim Collins used a team of researchers to actually quantify and qualify whenever and wherever possible. This approach lent the work credibility and, naturally, as research analysts ourselves at IDC, we enjoy seeing the proof behind the concepts. There is a fine line that separates good and great, and the factors that tip the balance are not always what one might think."

— ***Lisa Rowan***, *IDC, program manager, HR Management and Staffing Services*

The Power of Your Subconscious Mind by Joseph Murphy and ***As A Man Thinketh*** by James Allen
"My previous assistant and I would have a sales meeting every two weeks as we read the books and applied them to our sales process. The two books have a similar message and remind you that you must be aware of what you are thinking and as you think you create. We are responsible for how we respond to life, and we can choose how we think about it. The subconscious mind is very powerful. We must tap into it and recognize what we are feeding it. It responds without emotion and quite directly. Especially in more trying times I find it very helpful."

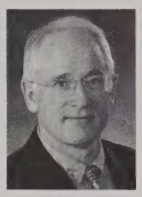
— ***Jacqui DiBianca***, *district sales manager, Network World*

Stop Living Your Job, Start Living Your Life by Andrea Molloy (also published as *Get A Life*)
"The best book on management I've read is actually about self-management. It is full of useful ideas about achieving work-life balance. This book was a useful reminder of how by improving the balance between work and the rest of my life I actually could begin to enjoy life more and become more effective at work. It provides simple ideas that have helped me to manage stress and become more organized at work, providing me time in my week to get back into exercising and spending time with my family and friends."

— ***Graeme Muller***, *country manager, IDC New Zealand*

The Product Manager's Handbook by Linda Gorchels
"It includes excellent case studies, template ideas for evaluating customer value and creating an annual product plan. Overall, a well-rounded text book on handling product management issues."

— ***Coleman Jolley***, *director, Interactive Products and Services, IDC Framingham*

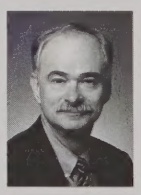


So You Think You Can Sell by John Cleese
"John Cleese produced a series of excellent training videos through his company Video Arts. This book accompanies a series of videos in which he looks at the art of selling. Despite the fact that the book is nearly 20 years old I still regularly consult it. I believe that in almost everything we do there is a requirement to sell our ideas or services to others. Cleese's book is full of great practical examples of how to deal with all aspects of this challenge.

— ***Peter Hind***, *senior IT management analyst, IDC Asia/Pacific*

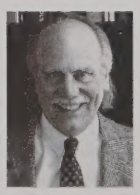
The Art of Possibility by Rosamund Stone Zander and Benjamin Zander
"It teaches the fundamentals of human leadership in the language of positive contribution and the sparks of inspiration that lead to great creativity. These are two essentials to keep companies working and moving in a forward direction. I got this book because Benjamin Zander is the conductor of the Boston Philharmonic, and I had the honor of meeting him and asked, when he travels to take on another orchestra, how he deals with the issue of approaching a totally new group of people to bring them together to create music. His response was, "I always expect that each person will be the best they can be." It clearly works and is one of the principles in his book. This applies to management as well. "

— ***Deb Goldstein***, *president, IDG List Services*



"I seldom read management books. I find it more useful to read about the economics, history, culture and politics of the countries where I am working. That information is very helpful when trying to understand how people think about the issues in their business. I can work much more productively with people if I understand their cultural perspectives and interpersonal communication styles. Good management to a very large extent is good communications in all directions."

— ***David Hill***, *president and CEO, IDG International Publishing Services*



"On the eave of his retirement, [former IDG President] Walter Boyd was asked a similar question, and I can't improve on his answer. His suggestion was that while he was sure there were many good books on the subject, if you can afford it or have access to it, spend as much time as you reasonably can reading The Wall Street Journal. It has good examples in what to avoid as well as what to embrace."

— ***Richard Willoughby***, *VP, Human Resources, IDG*

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Joe Mola *Computerworld*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Inside this issue

/GameStar/dev targets games developers *page 2*

One on One: Manufacturing Insights VP Bob Parker *page 3*

Blogs help boost traffic at PCWorld.com *page 5*

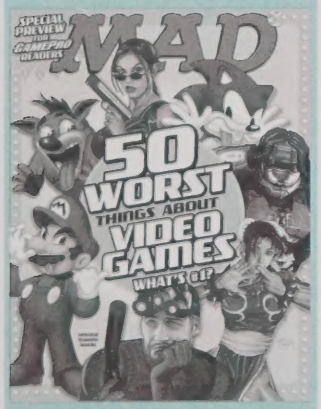
Celebrating 10: IDC's Dick Heiman *page 8*

On IDG Central

Meet Your Colleague

IDG Training and Developer Manager Laurie Butson draws on her teaching experiences to faciliate training programs, though her collegiate field hockey talents have been transferred to the golf course.

More online



To see a full-color PDF file of the MAD Magazine supplement that appears in the September issue of GamePro magazine, see this article on IDG Central at www.idgcentral.com.

LinuxWorld draws unprecedented media coverage

IDG World Expo opened the doors of San Francisco's Moscone Center West last week to the Linux and open-source faithful in the year's second U.S. iteration of the globally growing LinuxWorld Conference & Expo.

Although final attendance figures will not be available for two months, IDG World Expo Public Relations Manager **Mike Sponseller** estimated there were more than 11,000 attendees that visited the booths of nearly 200 exhibitors, both mainstream and up-and-coming. "The exhibitors were very pleased with the amount and quality of leads," he said. "A representative from one of our very large exhibitors said his company had collected more qualified leads in one day than it's ever had in a day at any event they've attended."

The Aug. 8-11 show also drew "unprecedented" press coverage in The Wall Street Journal (two articles on successive days), BusinessWeek, Forbes, The Financial Times, Investor's Business Daily, USA

*IDG World Expo LinuxWorld staff (left to right): Sales Operation Coordinator **Allison Dwelley**, Sales Manager **Christian Montminy**, Public Relations Manager **Mike Sponseller**, Registration Manager **Debbie Diodati**, Sales Manager **Frank Netherwood**, Conference Coordinator **Heather Meninno**, Sales Manager **Greg Szumowski**, Operations Manager **Amy Pietchel** and Housing and Travel Manager **Rosemary Kelly**.*

Today, The New York Times, ABC News, and others, according to Sponseller. "We did a really big media push to get stories written by the business press,"

continued on page 4

GamePro magazine gets MAD

Supplement builds on long-standing synergies between the two publications

Looking for a different way to create compelling newsstand premiums, IDG Entertainment (IDGE) joined forces with the creative team at MAD Magazine to produce a supplement that pokes fun at both the gaming industry and GamePro magazine. The eight-page, full-color piece appears in the September issue of GamePro and is called "The 50 Worst Things About Video Games."

"We've had a synergy with MAD for years, trading subscription ads in each other's books as well as advising them on video-game editorial questions from time to time," said **Francis Mao**, IDGE senior VP of editorial and creative services. "We met with the MAD editorial crew at Electronic Entertainment Expo this past May and hatched the idea of excerpting pages of their upcoming "50 Worst Things About Video Games" feature in GamePro as an 'exclusive' feature." The supplement encourages readers to search out the whole list in the September issue of MAD on sale simultaneously.

Thanks to "constant" reader interaction via e-mails to GamePro editors as well as responses to IDGE blogs, Mao said his team knows that reader reaction has been "extremely favorable" and the chances of doing another supplement with MAD are "highly likely. There's always more than enough topics to make fun of in the video game world."

The supplement was created entirely by MAD's editorial staff and is polybagged only with newsstand copies of GamePro. GamePro EX subscribers, who pay a higher subscription price, will also get the supplement (see sidebar, p. 5).

Mao said the supplement came together very quickly from concept to execution. "MAD's creative team is just like GamePro's in terms of jumping quickly on opportunities and executing," he said. Speeding things up, there are no real ads in the supplement, just a mock ad for "Madison Avenue

continued on page 5

in brief newsworthy

/GameStar/dev targets games developers

With this month's launch of /GameStar/dev, German PC and video game developers now have a publication devoted to their concerns. The 80-page magazine, which will appear quarterly, was developed by **Gunnar Lott**, editor-in-chief of IDG Entertainment Verlag's GameStar, and **André Horn**, editor-in-chief of GamePro, and will focus on issues surrounding programming, design and production of gaming software and business development.

The publication is available only through subscription or via www.gamestar.de and www.gamepro.de. The first issue has a print run of 15,000 and sells for 6.90 euros (US$8.40).

According to **Uwe Kielmann**, publishing manager of /GameStar/dev, GameStar and GamePro, /GameStar/dev is "a completely new product for the German market, positioned at the interface between game development, business development and product management. We are now the only publishing house in Germany that provides comprehensive and competent coverage of all aspects of the gaming industry, with the exception of retail."

Horn noted that his team plans to continue working in close cooperation with IDG games editors in China, the U.S., Hungary, Poland, Australia, Sweden, Spain, Italy and the Benelux countries. "We are going to feature an in-depth look at the games market for a specific country in each issue," Horn noted. "The kick-off article focuses on the Czech market and was written by **Lukas Erben** of IDG Czech."

In addition to its primary focus on gaming development, the publication will also expolore legal and consulting issues and offer how-to workshops, product tests, book reviews and training tips.

Contact Gunnar Lott at glott@gamestar.de or André Horn at ahorn@gamepro.de. WU

Full publication profit margin report for June available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central.

CW/IW publications
1. Computerworld Poland
2. China Computerworld
3. Computerworld Bulgaria

PC World publications
1. New Zealand PC World
2. PC Tipp (Switzerland)
3. PC for Alla (Sweden)

Macworld publications
1. Macworld Espana (Spain)
2. Macworld U.S.
3. Macworld Sweden

Networking publications
1. China Telecom World
2. Networld (Poland)
3. Comunicaciones World (Spain)

Reseller publications
1. Australian Reseller News
2. New Zealand Reseller News
3. IT-Branschen (Sweden)

Games publications
1. GamePro (U.S.)
2. GameStar (Germany)
3. GamePro (Germany)

CIO publications
1. China CEO & CIO
2. CIO U.S.
3. CIO Singapore

IDG Italy launches GameStar site, halts publication of print magazine

IDG Italy kicked off its GameStar site at a soccer stadium, where its business partner, soccer team FC Inter Milan, was playing its final match of the season.

*The GameStar.it staff: Standing (l-r): **Claudia Cavalleri**, marketing assistant; **Carla Piga**, online graphic designer; **Piersandro Guerrera**, online technical coordinator; **Antonio Martinelli**, online advertising account; **Roberto Molari**, Webmaster; **Alessandro La Spada**, Web manager; **Deborah Sordini**, consumer magazines and Web sites publisher. Front: **Mauro Buccola**, online and international advertising manager; **Alfredo Distefano**, online editorial coordinator. Not pictured: **Luca Figini**, online editor.*

With the stadium covered in banners featuring the GameStar logo, staff distributed more than 1,000 GameStar bags with a GameStar t-shirt, a DVX movie, a CD with a complete game and a flyer announcing the launch of the GameStar site (www.gamestar.it).

IDG Italy has partnered with the FC Inter Milan Football Club, which has nearly 7 million followers, since October 2004. "The partnership allows us great visibility at numerous football events," said IDG Italy Managing Director **Mario Toffoletti**. "We also promote the IDG brand and products through banner ads on the Inter Milan Web site, one of the most visited in Italy with 450,000 unique users and 12,000,000 page views per month, as well as ads in the Inter Football Club magazine; IDG logos at San Siro Stadium during important matches; ads on the stadium jumbotron; and leaflets handed out before and after the matches."

IDG Italy ceased publication of its GameStar monthly in June after eight issues and launched the site in its stead. Toffoletti said, "We decided to make this change because we have to be focused principally on the Web, integrated with some special print issues on codes and solutions. Modern hard-core gamers go to the best gaming sites daily; they do not go to newsstands."

To beef up the new site, IDG Italy signed a content-sharing agreement with Edengames.net, a leading Italian gaming site.

As a way to gain some newsstand revenue, IDG Italy began producing GameStar Extra Codes and Solutions last month, which consists of a "Hardware Tips and Tricks" magazine to optimize PC performance, a pocket-size guide of tips and cheats for the top 100 PC games of the year, and a CD with 10,000 gaming tips. The print run is 30,000 and sells for 6.50 euros (US$7.80) Starting in September, PC World Italia will have more pages dedicated to PC gaming, which will be written by gamestar.it staff.

*For more information contact IDG Italy's **Sophie Pietras** at sophie_pietras@idg.it.* WU

one on one the interview

Bob Parker
The VP of IDC's Manufacturing Insights company is this week's guest columnist. Reach him at bparker@manufacturing-insights.com.

Manufacturing Insights at-a-glance

Established January 2005

Location Framingham, Mass.

Web site www.manufacturing-insights.com

Number of employees Six research employees with associated sales and marketing support.

Mission Provide IT users in manufacturing companies research benchmarking data, best practices and business cases to transform manufacturing processes.

Latest accomplishment Published more than 50 documents in just two quarters of operation and have been able to well exceed our sales booking plan.

FY06 goals Over 70% revenue growth is planned by continuing to execute in the U.S. and expanding into Europe and Asia.

Q Why did IDC decide to create Manufacturing Insights?

A Manufacturing is a large and diverse industry representing a substantial research market. The IT and supply chain functions at these companies have experience utilizing research but are underserved. These factors made manufacturing a logical choice for investment as part of the overall Insight strategy for launching user-centric research businesses.

Q Which are particularly hot topics for your group?

A One of our most popular programs is the emerging agenda series. This program includes coverage of the hot topics in the industry. We are conducting research on RFID (radio frequency identification, similar in theory to bar coding), Manufacturing in China, Warranty Management, and Lean/Six Sigma (a data-driven approach and methodology for eliminating defects in any process). Staying current on these topics is critical to our success as manufacturing companies have well-funded projects in these areas, and we can help them speed up decision making while lowering their risk by providing fact-based research.

Q Describe some examples of the kinds of research and analysis you provide to customers.

A Most of our research centers on our proprietary benchmarking methodology that we call saddle point benchmark analysis. Saddle point analysis is a well-known operations research technique and we apply it to measures that must be balanced in a manufacturing process — for example, inventory vs. service levels. We provide actionable advice to companies on what practices and technologies help to improve the overall performance of a process, not just a single measure. We do this for several process domains in manufacturing including supply chain, product lifecycle, demand management and IT operations.

Q Who's your competition?

A Gartner is our primary competitor. They have broad technology and geographic coverage, but their manufacturing industry coverage is shallow and uninspired. Manufacturing Insights is quickly becoming a viable alternative to this company that is seen by many of its manufacturing customers as a "necessary evil."

My former employer, AMR Research, is the other key competitor. AMR provides a high level of service, but its coverage of technology is limited to a narrow set of applications, and they have no presence beyond the United States. Our ability to connect our offering with more than 700 IDC analysts in 50 countries gives us a clear advantage with the top 1,200 global manufacturing companies.

There are also a number of small boutique firms that tend to be confined to a specific topic. At the end of the day, it will be our analysts' ability to interpret the research and provide actionable advice that will allow us to gain market share. And we have assembled the best group in the market.

Q To what extent do you interact with other IDC divisions?

A We believe that there will be a number of opportunities to work with the other Insights companies where we have common requirements. For example, the life sciences industry has very similar supply chain and production needs to consumer packaged goods. Utilities and manufacturing companies have common asset management needs. There will be some economies for the Insights companies in combining resources.

There have already been a number of cases where we have worked with IDC analysts on consulting projects. I expect that to expand as we go forward, and we are also looking for mechanisms to connect IDC analysts with our user clients.

Q How rapidly will you expand Manufacturing Insights to other countries?

A One of our key initiatives for FY06 is to take the Manufacturing Insights business model to other countries. We publish a bi-weekly newsletter called Theory and Practice, and 22% of the opt-in subscribers have come from outside the U.S., so our work is well received globally. We will expand at a steady but measured pace.

Q What challenges do you face as a new company and how are you addressing them?

A There are three key challenges. The first is staffing the new company with analysts who can bring research, customer service and new business development skills to the operation. We were extremely fortunate to attract the talent we did. The IDC HR team did a heck of a job bringing highly qualified candidates through the process and meeting our very aggressive timetable.

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IDC EMEA signs on to produce Linux events

The growing popularity of the Linux platform is spurring worldwide expansion of IDG World Expo's LinuxWorld Conference & Expo, which is being done primarily through licensing arrangements with local producers. The latest group to sign on to produce the event is IDC EMEA [Europe, Middle East & Africa].

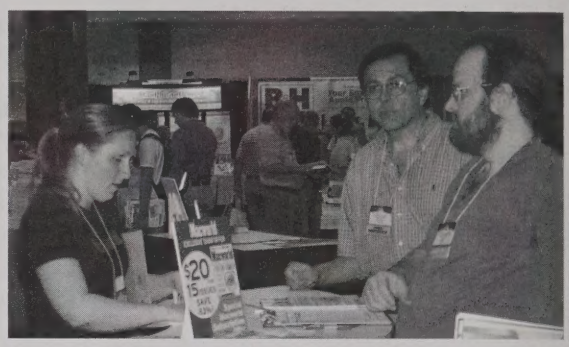
IDC EMEA has long been active in the event business, producing a wide variety of events in the European market including regional forums and conferences, multi-country road shows and custom events. Under terms of this agreement, IDC EMEA has the right to produce LinuxWorld Summit events in Italy, Spain, France, Finland, Poland and Dubai. The first summit will take place in Milan in May 2006. IDC opted to produce the smaller, hotel-based conference-centric LinuxWorld Summit, which made its U.S. debut in New York City in May, in these markets to begin. Should conditions warrant, the company could choose to produce a full-blown LinuxWorld Conference & Expo in the future, according to IDG World Expo President and CEO **David Korse**.

To provide assistance to its partners and ensure consistency across the brand, IDG World Expo has established an extranet-based support network. Each of World Expo's 15 current LinuxWorld partners posts a monthly progress report on the site, which also includes official logos, brochures, floor plans, a global exhibitor and sponsor database, as well as precise specifications for the "look-and-feel" of a LinuxWorld event (always use blue aisle carpeting, the .org pavilion pavilion space is free of charge to participating organizations, attendance to keynotes is free of charge for all participants, etc.)

"As we do with all our partners, we will work closely with the IDC EMEA team to help ensure that their events will be as successful and profitable as possible," Korse said.

Mac fans get their music's worth at Boston event

With iPod mania just one of the elements on hand to fuel the passion of Mac devotees, Macworld Conference & Expo wrapped up a successful four-day run in Boston last month. "The numbers were respectable, the attendees were high-quality, and exhibitors were very pleased with the connections and revenue they made on the show floor as well as the press coverage," said IDG World Expo Group Vice President **Richard Feldman**, who is awaiting the final attendee audit report.



IDG WORLD UPDATE

*Macworld Marketing Assistant **Amanda Cartier** signs up new subscribers.*

A new initiative and one of the highlights of this year's event was a free music festival held in conjuction with Berklee College of Music. Musicians who compose and produce their works on a Mac or use it as an instrument performed in a recital hall across the street from the exhibit space and drew more than 800 people during the two-week festival. The concerts helped boost Expo attendance, as audience members could go to the Berklee Dream Studio on the show floor and download two free songs onto their iPods from each of the festival bands. The studio featured Berklee faculty members who demonstrated hardware and software for producing music in a home studio.

Although Apple Computer decided to limit its participation to the event's San Francisco venue in January, a new exhibitor, the Apple Specialists Marketing Co-op displayed Apple equipment and software at its booth and was well-received by attendees, Feldman said.

Macworld magazine presented its Best of Show awards for products that were either introduced earlier in the year or debuted at the show. For a full list of the products selected by the editors, go to www.macworld.com/news/2005/07/13/bestofshow/index.php.

Feldman said the next Macworld Conference & Expo/San Francisco (Jan. 9-13, 2006) will also feature a music festival, and specialized expo pavilions being explored include those devoted to music and audio and an auto show focusing on integrating iPod technology into cars.

Write to richard_feldman@idg.com or go to www.macworldexpo.com. WU

LinuxWorld

continue from page 1

he said. "It had never really written about the show. The tone for the show was set by front-page business-section stories on the first day in the Journal, The San Jose Mercury-News and The San Francisco Chronicle," Sponseller said.

World Expo's LinuxWorld 10-member team worked with IDC on a press conference prior to the show, as well as a conference session during it (IDC VP, System Software, **Dan Kusnetzky** is on the LinuxWorld advisory board). "We also worked with InfoWorld to provide the LinuxWorld blog [http://weblog.infoworld.com/openresource]," Sponseller said.

Launched in 1999, LinuxWorld in the U.S. has an East and West Coast event each year. The show has also rapidly spread around the world. "LinuxWorld is the fastest growing and most global of all our brands [see sidebar]," said **David Korse**, IDG World Expo president & CEO. "Linux as an operating system is beginning to come of age and going mainstream, and LinuxWorld is the channel that brings buyers and sellers together."

Korse said that all LinuxWorld shows have a strong conference program. "It's not just a trade show; it's an opportunity to provide education. Vendors need a way to go to market with their products, and users need to understand how Linux can work for them."

While Linux is still maturing, it's being used by corporations and governments around the planet, Korse said. "They're discovering that Linux and other open source applications are a positive alternative to Windows and Unix. In many developing markets the local governments are pushing Linux and open source as a positive and less expensive alternative to Windows."

"It really is about more than Linux now," said Martin Fink, Hewlett-Packard VP, Linux, during a speech at the show. "It's about open source."

The next U.S. LinuxWorld will be held in Boston April 3-6, 2006. For more information go to www.linuxworldexpo.com or write to mike_sponseller@idg.com. WU

IDG

Current Jobs, Week of August 22, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Circ	Part-time Circulation Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Bus Dev	Business Development Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Managing Editor, Online Channels	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Networking	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Storage	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Senior Reporter	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Online Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Product Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Projects Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Associate	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	VP, Executive Programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Advertising Producer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
IDG						
	Mktg	Director, Program Development	San Francisco CA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Ad Coord	Ad Ops Coordinator	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Intern	Online Development Internship	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	IS	Desktop Support Specialist	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Mktg	Marketing Manager	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online	Associate Web Developer	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online Sales	Online Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG News Service						
	Edit	UK Correspondent	London UK	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Online	Audience Development Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	General Manager, InfoWorld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Newsletter Product Manager	San Francisco CA	Matthew McAlister	matthew_mcalister@infoworld.com	415-978-3279
	Online	Product Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	san francisco	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
International Publishing Services						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Mac Publishing						
	Online	Audience Development Manager	San Francisco	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Pub	Associate Publisher, Custom	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333
	Mktg	Marketing Communications Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Manager of Audience Development, Online	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333
PC World						
	Ad Sales	Sales Associate	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	HR	Human Resources Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Advertising Operations Manager	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
World Expo						
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Vice President, Marketing	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Conf	Account Executive, Conferences	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Conf	Program Director, Conferences	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Manager, Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile Devices: Consumer	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Health Delivery	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Industry Major	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Major Industry Accounts West	Irvine CA or San Mateo C/	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Tech	Business Analyst	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Desktop Support Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

IDG

August 22, 2005

Part-time Circulation Assistant (BIO)
Bio-ITWorld is seeking a part-time circulation assistant to support the Director of Audiences. Responsibilities for this position include providing customer service to all subscribers, preparing lists and print orders for magazines and enewsletters, updating campaign reports, updating list rental files, assisting with audit preparations, working with vendors, updating website analytics reports, and other tasks as assigned. A basic understanding of subscription marketing and/or subscription fulfillment is preferred. This position requires superior organizational skills, written and verbal communication skills, general understanding of direct marketing, and the ability to work independently. This position also requires good research skills and the ability to use various publications and the internet to identify qualified subscribers. Qualified candidates must be PC literate and proficient in, MS Word, Excel, Access, PowerPoint and the Internet.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Business Development Specialist (CWI)
Computerworld, the flagship division of IDG, the world's leading technology media, research, and event company, is seeking two business development "inside sales" professionals to join the team in the newly created positions of Business Development Specialists in its Strategic Programs & Events group. The individuals in these two new positions will be the primary prospectors/business development representatives for our core and custom events as well as other Computerworld custom-produced strategic programs. Working closely with a designated senior sales team member, these individuals will target specific companies and sell various levels of sponsorship packages and integrated solutions. Key responsibilities include creation, maintenance, and appropriate usage of prospect lists, daily calls into target companies, regular communication with the senior sales team, and forecasting to support the selling/closing processes. Additional responsibilities will include proposal preparation and interaction with corporate marketing to ensure integrated programs are in place. Post-sales responsibilities will feature a "close-loop," customer "ownership" and service model ranging from contract and administrative support to onsite customer liaison. The ideal candidate will have 3+ years of sales support or marketing experience, preferably in the event or hi-tech arena, a BS/BA or equivalent experience, strong attention to detail, strong communication skills and experience with SalesForce.com or equivalent experience with other web-based CRM tools. Applicants should possess a strong work ethic, good business judgement and a consultative selling style. A proven track record of selling/business development process participation is essential. Compensation package will include salary and "on-plan" incentive components. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Sales Associate (CWI)
Computerworld has an exciting opportunity for an experienced, energetic Sales Associate. The Sales Associate position will be responsible for providing sales and administrative support for two Account Directors. The Sales Associate handles a variety of publishing functions from media kit fulfillment to customer service. This position requires excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Teamwork and can-do attitude is a necessity. Knowledge of technology, and/or publishing, advertising agency experience, is a plus. Proven PC skills and salesforce.com or other web-based CRM tool is required. A minimum of 1-3 years of office experience and a bachelor's degree or equivalent work experience are also required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Marketing Specialist (CWI)
Computerworld is seeking a Marketing Specialist in its Framingham-based headquarters to coordinate and manage a variety of projects instrumental in supporting Computerworld's marketing success. Much of the responsibilities will be directly related to marketing research including creating and programming surveys, and analyzing and creating presentations on the results. The position will also play a major role in the creation and dissemination of sales support materials for Computerworld's advertising and sponsorship sales teams in print, online, and events. Qualified candidates should have some market research and/or analytical skills, excellent communication skills along with a keen interest in marketing. Strong Word, Excel and PowerPoint skills required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Online Marketing Specialist (CWI)

Computerworld is seeking an Online Marketing Specialist in its Framingham-based headquarters to coordinate and manage a variety of projects instrumental in supporting Computerworld's online sales efforts. Major responsibilities will include helping to create the copy for sell sheets, brochures and other sales materials for the online advertising team, and overseeing a major direct marketing effort to reach out to mid-tier advertisers. Qualified candidates must have some direct mail and/or e-mail experience, and some experience in online advertising sales or marketing. Proven computer skills along with excellent communication skills (written and verbal) are required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Senior Reporter (CWI)

Computerworld has an opportunity for a senior reporter to focus on producing news stories and features for both Computerworld.com and the print publication. The individual in this position will report to the News Editor. The successful candidate will be highly skilled in reporting and writing, with a demonstrated ability to collaborate with other reporters. Absolutely essential are an avid determination to break news stories and an imaginative approach to producing high-impact features. Also crucial are strong communication skills and the ability to work effectively with editors, graphics designers and the copy desk. Candidates should have at least 5 years of reporting experience in the computer industry, with demonstrated excellence in reporting and writing, and a solid understanding of the needs of IT readers. Also essential is a demonstrated ability to meet deadlines and work productively under pressure. This reporter must be flexible enough to adapt quickly to news events that may change the story direction, and highly resourceful in finding new approaches to IT topics. Also part of this job will be regular travel to user sites and industry conferences. This position will be based on the West Coast. ***Location: West Coast***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Editor, Networking (CWI)

Computerworld is seeking an experienced web editor to join our expanding online Channels area. The Online Editor will develop and manage the Networking Topic Channel on Computerworld.com and will play the principal role in the daily publishing of online content. Additional responsibilities include assigning and editing original content, as well as working with beat reporters, the news desk, and print editorial staff to plan creative re-purposing and integration of newspaper content for the Networking Channel. The ideal candidate will have managed writers in a fast-paced online environment and have interest or expertise in enterprise IT. Successful candidates will be able to generate a consistent flow of strong news and feature ideas, build a stable of dependable freelancers, juggle staff and freelance assignments, write compelling headlines and summaries, cooperate with colleagues when subject areas overlap, pull together daily e-mail newsletters, pitch in writing articles and creating webcasts when needed, and work well under deadline pressure. This job requires journalistic experience in writing and editing combined with experience working with online media. Qualified applicants will have 2+ years of professional writing, editing, and content production experience, an established track record of building large online audiences and the ability to work with content management systems and other electronic publishing tools. A Bachelor's degree in English or Journalism is preferred. Experience with HTML is required and knowledge of XML, XHTML, CSS, and graphics editing software such as Photoshop and Illustrator will be an additional advantage.
Location: Framingham, MA
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Product Manager (CWI)

The Online Product Manager will manage lead-generation products for Computerworld.com, including webcasts, editorial briefings, and custom published microsites. This person will gather technical requirements, develop strategic product plans, compile specific product requirements, and coordinate project schedules and timelines. The Product Manager will coordinate activities with multiple groups including Sales, Editorial, Design, and Development to ensure successful delivery on key product objectives. Specifically, the candidate will produce Webcast / Webinar events for Computerworld.com. Candidate will be responsible for webcast events from beginning to end and must be a perfectionist when it comes to meeting our clients' needs. Webcast events include the pulling together all of the materials for webcast productions, communicating with vendors on the productions, and coordinating all parties on live events. This also includes managing the email promotion and lead generation capture of webcast users. The ideal candidate for this position should have prior experience in product project management and/or event coordination and experience in a business to consumer based Internet company. Applicant should be Web/PC savvy and willing to work in a fast-paced environment requiring management of multiple tasks. The candidate should have working knowledge of HTML, scripting languages, email marketing and databases. Additionally, this individual must be able to handle tight deadlines, multiple and simultaneous projects/events, manage their time effectively, and have the ability to manage projects in a solitary capacity, as well as work in a team environment. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Managing Editor, Online Channels (CWI)
Computerworld is seeking an experienced web editor to take the lead in our expanding Channels area. The Managing Editor – Online Channels will be responsible for the editorial strategy of building Enterprise IT topic specific sites as part of the greater Computerworld.com, and manage a small team of channel editors for Computerworld.com. The Managing Editor will also be responsible for the Security Topic Channel and will play the principal role in the daily publishing of online content in that channel. Responsibilities include assigning and editing original content, as well as working with beat reporters, the news desk, and print editorial staff to plan creative re-purposing and integration of newspaper content for the Security Channel. Successful candidates will be able to generate a consistent flow of strong news and feature ideas, build a stable of dependable freelancers, juggle staff and freelance assignments, write compelling headlines and summaries, cooperate with colleagues when subject areas overlap, pull together daily e-mail newsletters, pitch in writing articles and creating webcasts when needed, and work well under deadline pressure. Qualified candidates will have three or more years of professional writing, editing, and content production experience; an established track record of building large online audiences and an aptitude for learning new software and technologies. Experience working with content management systems and electronic publishing tools is a must. A Bachelor's degree in English or Journalism and a basic understanding of web terminology are preferred. Candidates should also have knowledge of HTML, XML, XHTML, CSS, as well as graphics editing software such as Photoshop and Illustrator. If you are looking to join a fast-paced, expanding online publishing operation with a great work environment get in touch with us today! ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Projects Editor (CWI)
Computerworld is looking for an IT journalist with public speaking or live broadcasting experience to help develop webcasts, downloadable reports, and other special content for the Computerworld website. Live webcasts will follow the format of an online seminar. Participants will speak with each other using a phone bridge; registered audience members will listen in to the discussion, view slides, and ask questions using a Web browser. Working under the direction of the senior online projects editor, the online projects editor will need to help coordinate the webcasts, prepare scripts and other editorial components, and serve as a moderator for certain webcasts. The online projects editor will also write and narrate scripts for prerecorded webcasts. While webcasts are sponsored by well-known companies in the enterprise IT field, the online projects editor is expected to uphold Computerworld's editorial independence when preparing webcast content. The online projects editor will also prepare downloadable reports on focused IT subjects, using existing Computerworld news articles, features, analysis, and opinion. Besides choosing, organizing, and editing this content, the online projects editor will need to write introductions and sidebar content to round out the reports. Additionally, the online projects editor will help edit Computerworld blogs, newsletters, and promotional material, under the direction of the senior online projects editor. The successful candidate must be able to juggle multiple, deadline-oriented projects, and will need to have a strong knowledge of trends within the enterprise IT field in order to edit scripts and reports, and participate in live webcasts. Knowledge of HTML and other Web technologies is helpful, but not required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Account Executive (CWI)
Computerworld is seeking an experienced Account Executive to join our team to cover the Eastern Territory. This position will be responsible for prospecting 2nd & 3rd tier accounts in the eastern territory. The ideal candidate will have a strong inside sales background, good research and listening skills and the ability to map the marketing needs of a potential customer with Computerworld's range of print and online products. In this role, you will partner with the Account Directors and Online Sales team in efforts to generate new business. The ideal candidate should be familiar with the technology market, have excellent communication skills, strong attention to detail, possess a proven track record of sales success and experience with salesforce.com or other web-based CRM tool. Bachelor's degree, strong computer skills and 3+ yrs. of experience required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Account Executive (CWI)
Computerworld is seeking an experienced Account Executive to join our team to cover the Central Territory. This position will be responsible for prospecting 2nd & 3rd tier accounts in the central territory. The ideal candidate will have a strong inside sales background, good research and listening skills and the ability to map the marketing needs of a potential customer with Computerworld's range of print and online products. In this role, you will partner with the Account Directors and Online Sales team in efforts to generate new business. The ideal candidate should be familiar with the technology market, have excellent communication skills, strong attention to detail, possess a proven track record of sales success and experience with salesforce.com or other web-based CRM tool. Bachelor's degree, strong computer skills and 3+ yrs. of experience required. ***Location: San Francisco, CA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Editor, Storage (CWI)

Computerworld, the flagship division of IDG, the world's leading technology media, research, and event company, is seeking an experienced web editor to join our expanding Channels area. The Online Editor will develop and manage the Storage Topic Channel on computerworld.com and will play the principal role in the daily publishing of online content. Additional responsibilities include assigning and editing original content, as well as working with beat reporters, the news desk, and print editorial staff to plan creative re-purposing and integration of newspaper content for the Storage Channel. The ideal candidate will have managed writers in a fast-paced online environment and have interest or expertise in enterprise IT. Successful candidates will be able to generate a consistent flow of strong news and feature ideas, build a stable of dependable freelancers, juggle staff and freelance assignments, write compelling headlines and summaries, cooperate with colleagues when subject areas overlap, pull together daily e-mail newsletters, pitch in writing articles and creating webcasts when needed, and work well under deadline pressure. This job requires journalistic experience in writing and editing combined with experience working with online media. Qualified applicants will have 2+ years of professional writing, editing, and content production experience, an established track record of building large online audiences and the ability to work with content management systems and other electronic publishing tools. A Bachelor's degree in English or Journalism is preferred. Experience with HTML is required and knowledge of XML, XHTML, CSS, and graphics editing software such as Photoshop and Illustrator will be an additional advantage.
Location: Framingham, MA
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Research Director, Consumer Credit and Lending (FI)

Financial Insights, an IDC Company, is looking for a senior member of its internationally-recognized Consumer Banking & Credit research team. The Research Director position at Financial Insights is responsible for setting the overall course and direction for a research service area. This is a relatively public role with many client-facing and industry-facing responsibilities, but with primary responsibility for producing the research product. Maintaining financial industry and technology knowledge is key to the success of this role. The Research Director also maintains responsibility for building the reputation and the revenues of the services within their domain and is heavily involved in managing consulting and customer research. Additional responsibilities include managing the research agenda, writing research reports, helping with marketing activities to raise industry visibility, providing sales support, and acting effectively as a client advisor for both financial institutions and technology suppliers. Successful candidates will have extensive experience in consumer credit & lending and be able speak authoritatively on trends and issues in consumer credit & lending, as related to the Financial Services industry. Specifically, candidates should have a minimum of 14 years of related work experience with similar areas and levels of responsibility in either the financial services or technology industry covering technology related to market, credit, consumer banking, excellent writing skills and superior communication abilities. Additionally, a minimum of a Bachelor's Degree from an accredited institution or the international equivalent is required (Advanced degree a plus). Experience with or in international work environments, preferably outside the United States is helpful. Excellent computer skills, including word processing, graphics and spreadsheet applications is needed. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508935-4432, Email: idc_jobs@idc.com

Sr. Research Analyst, Healthcare Insights (IDC)

IDC Healthcare Insights is seeking a senior research analyst to cover the health delivery sector of the Healthcare industry. The Analyst will be part of a team providing insightful research, analysis, market trends and guidance that address the healthcare ecosystem pain points, with particular focus on IT-based solutions that deliver high quantifiable value within specific industry value chains. Responsibilities include conducting and synthesizing research, publishing research reports, market trend analysis, business and IT alignment assessment, best practice quantification, ROI analysis, benchmarking, market opportunity assessment and vendor selection. Client interaction including responding to inquiries and briefings is an integral part of the senior analyst role. Clients include IT vendors and market strategists within the healthcare industry. The senior research analyst will also work closely with the sales and marketing groups to promote Healthcare Insights offerings, as well as participate in consulting projects, industry events, press inquiries and speaking engagements. The ideal candidate has 3-5 years practical work experience in the healthcare industry with strong analytical and business development skills. Candidates must demonstrate exceptional written and verbal communications, as well as advanced Word, PowerPoint and Excel-based modeling skills. Background and/or experience in statistical analysis, Lean, Six Sigma or activity-based costing is a plus. Bachelor's degree required, MBA, M.D. or other advanced degree strongly desired. Some travel will be required. Location: Framingham, MA other office/remote locations will be considered. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Research Analyst, Healthcare Insights (IDC)

IDC Healthcare Insights is seeking a senior research analyst to cover the health payor sectors of the Healthcare industry. The Analyst will be part of a team providing insightful research, analysis, market trends and guidance that address the healthcare ecosystem pain points, with particular focus on IT-based solutions that deliver high quantifiable value within specific industry value chains. Responsibilities include conducting and synthesizing research, publishing research reports, market trend analysis, business and IT alignment assessment, best practice quantification, ROI analysis, benchmarking, market opportunity assessment and vendor selection. Client interaction including responding to inquiries and briefings is an integral part of the senior analyst role. Clients include IT vendors and market strategists within the healthcare industry. The senior research analyst will also work closely with the sales and marketing groups to promote Healthcare Insights offerings, as well as participate in consulting projects, industry events, press inquiries and speaking engagements. The ideal candidate has 3-5 years practical work experience in the healthcare industry with strong analytical and business development skills. Candidates must demonstrate exceptional written and verbal communications, as well as advanced Word, PowerPoint and Excel-based modeling skills. Background and/or experience in statistical analysis, Lean, Six Sigma or activity-based costing is a plus. Bachelor's degree required, MBA, M.D. or other advanced degree strongly desired. Some travel will be required. Location: Framingham, MA other office/remote locations will be considered. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Healthcare Insights (IDC)

Healthcare Insights, an IDC company, is responsible for developing market research and advisory services focused on the Healthcare Industry. We are currently seeking two Senior Account Executives who have been successful selling into global healthcare provider and payer organizations as well as IT vendors who serve the healthcare industry. Responsibilities and Clients: This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Healthcare Insights practice. This position will have nationwide sales responsibilities for selling the Healthcare products –subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings primarily to CIOs but to other CXOs as well, and tailor the Healthcare Insights offerings to client needs. The individual must be knowledgeable about IT issues in Healthcare, have relationships with Healthcare companies and IT vendors serving the Healthcare industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Skills and Experience: Requirements for the position include 5-10 years of demonstrated success in a quota-carrying capacity, a strong willingness and aptitude to work collaboratively, strong written and presentation skills, ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. An MBA is a plus. This position will be based in Framingham, MA (preferred) or U.S. (close proximity to a major airport) and requires 30% travel.

Location: Framingham, MA

Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Software Engineer (IFW)

InfoWorld is seeking an experienced software engineer with extensive database experience. Responsibilities include developing web applications using Java and mysql (running on Apache/Linux); working closely with product managers to create new online products and functionality; developing software for the company's next CMS platform; and designing and developing deployment and maintenance tools. Candidates must have at least 6 years Internet programming experience in an Apache/Linux Java servlet environment, including build and release management; significant experience designing, developing and delivering the presentation and logic layers for multi-tier web applications; strong experience in database design and SQL; and strong Java skills and object oriented design experience, including working knowledge of core libraries and design patterns. Other requirements include strong database skills, including schema design and query optimization; an in depth knowledge of application platforms, build/deploy/testing tools and systems; and a solid understanding of HTTP and web client to web server interactions. The ideal candidate will have experience working at a news-oriented media company and demonstrated success working as part of a small interdisciplinary team in a market-driven company. Must be able to work with non-technical staff, especially designers and editors.

Location: San Francisco, CA

Contact: D. Butcher, Email: derek_butcher@infoworld.com

Administrative Assistant (CSG)

IDG Corporate Services Group is seeking a highly organized individual to support our Corporate Finance, Tax and Accounting departments. The major responsibilities of this position will include but are not limited to general office support including filing, data entry, photocopying, and performing various administrative tasks as necessary. This position will report into the Manager of Financial Reporting and Budgeting, but will take direction from other department heads as well. Candidates must be reliable, extremely organized, be able to multi-task and prioritize assignments. PC skills in Word and Excel are required and knowledge of Lotus Notes is preferred. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Director, Program Development (IDG)

IDG Corporate Sales is seeking a highly experienced B-to-B marketing and sales professional to develop domestic and international cross media/platform integrated marketing programs for our top customers. This position will report directly to the Vice President of Corporate Sales. Candidates must have 7-10 years of experience in B-to-B marketing, advertising or related field. The ideal candidate for this position must have, the ability to develop new and innovative program concepts, strong ability to interact and build relationships directly with clients, and experience developing high impact integrated marketing programs across multiple media deliverables. This position will be expected to work with clients at the most senior levels and develop programs utilizing various assets across IDG. The role calls for creative thinking and the ability to work across multiple business units and brands in driving innovation and cooperation. Candidates must have proven success implementing integrated programs, with outstanding communication and presentation skills and a comprehensive knowledge of the IT industry. ***Location: San Francisco, CA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Associate Web Developer (IDGE)

IDG Entertainment seeks a highly-motivated Associate Web Developer to help maintain one of the web's top video gaming networks. Working closely with the online product development staff, the Associate Web Developer will assist in all aspects of front-end web development including custom sales projects, direct marketing projects, newsletter and content data management as well as general site development tasks as needed. Qualified candidates will have experience with both Windows and Mac platforms, HTML, Flash, PhotoShop/Illustrator, and CSS. Familiarity with JavaScript, ColdFusion, and SQL is a huge plus. This is a full-time, entry-level position providing a fantastic entrance into online publishing and the video game industry. If you're looking for experience in the web development industry and love video games, graphic arts and the internet, this is the position for you! Please indicate Associate Web Developer in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Online Development Internship (IDGE)

IDG Entertainment seeks two highly-motivated Online Development Interns to help maintain one of the web's top video gaming networks. Working closely with the online product development staff, the chosen interns will contribute to the production of articles, features, cheats, and news, input content into the database while optimizing graphics in Photoshop, manage the online community through forums, comments, user reviews, and content submissions, work with the editorial staff to maintain cheats and FAQs, build web pages, features, and strategy guides, investigate strategies to increase audience base, and test video game cheats. Qualified candidates will have experience with Windows and Mac platforms, HTML, and PhotoShop. Familiarity with Flash is a huge plus. This is a part-time, entry-level position providing an over-all learning experience in online publishing. If you're looking for experience in the web publishing industry and love video games, this is the opportunity for you! In order to be considered for this position you must be enrolled in a college or university program. Please indicate Online Development Internship in the subject line when applying to this position.
Location: Oakland, CA
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Senior Account Executive (IDGE)

IDG Entertainment is seeking a Senior Account Executive to work primarily in the Southwest Territory with our Sales team. This position is a senior level sales support position with outside sales responsibility. Responsibilities include prospecting and maintaining smaller accounts within an assigned territory in conjunction with our Sales Director. This position requires 5-7 years of business experience and 3+ years sales experience with knowledge of print advertising sales and connections in the video game and/or entertainment industries. Agency and client contacts within the territory are a plus. Please indicate Senior Account Executive in the subject line when applying to this position.
Location: Oakland, CA
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Tokyo Correspondent (IPS)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the Japanese information technology industry. Wide-ranging responsibilities include covering breaking news for the daily wire and developing enterprise stories about emerging technologies, use of IT in Japan and business issues related to technology. Travel is a necessary part of the job. This position requires ability to conduct interviews in Japanese in addition to native-level English. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing. He/she is also a technology generalist who is comfortable covering the entire IT spectrum – from handheld computers to mainframe systems and from wireless LANs to global communications networks.

Location: Tokyo, Japan

Contact: E. Heichler, Fax: 617-423-0712, Email: elizabeth_heichler@idg.com

Sr. Account Executive, Life Science Insights (LSI)

Life Science Insights, an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Senior Account Executive who has been successful selling into the life science tools and technology vendors, biotech, and/or pharma drug discovery industries. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Life Science Insights practice. This position will have nationwide sales responsibilities for selling the Life Science products - research, CIS services, multi-client studies and consulting. The successful candidate will be able to make presentations on the product offerings to director and VP level executives, and tailor the Life Science Insights offerings to client needs. The individual must be knowledgeable about life science tools and technology, biotech and/or pharma drug discovery and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and has the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor of Science degree. MBA is a plus. This position will be based in Framingham, MA (preferred) or U.S. (close proximity to a major airport) and requires 30% travel.

Location: Framingham, MA

Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Manager of Audience Development, Online (NWI)

The Manager of Online Audience Development at Network World will be responsible for growing the key performance indicators (KPIs) across all NWW's online products (NetworkWorld.com, NWW email Newsletters, and NWW RSS feeds). These KPIs include: unique users, page views, return visitors, page views per visit, as well as online registrations and conversions. This role will utilize site analytics and reporting tools to develop a deep understanding of user behavior as well as the origins of key audience segments. S/he will work toward the continual optimization of lead generation and online registration processes, create and monitor search engine marketing (SEM) campaigns, oversee search engine optimization (SEO), as well as link exchange and cross promotions. S/he will also manage/optimize and grow NWW's very successful email Newsletter and RSS product lines. The ideal Candidate will have a minimum of 3-5 years experience with online marketing with a proven ability to think strategically and act tactically. The person selected will also have exceptional project management, communication, organization and analytical skills with a keen understanding of Internet publishing and audience development. Direct experience with SEM and SEO highly desired.

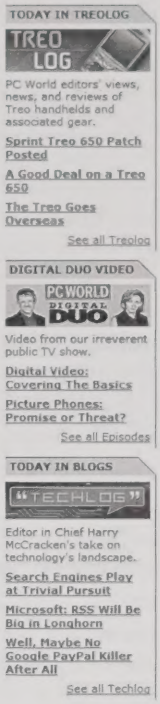
Location: Southborough, MA

Contact: P. Duarte, Fax: 508-490-6454, Email: careers@nww.com

Blogs help boost traffic at PCWorld.com

PCWorld.com's blogs have quickly become some of the most popular sections on the San Francisco-based monthly's site.

Two blogs are broad in scope. Launched April 2004, Today@PCWorld is a group effort by the magazine's editors who post IT news, opinions and links ("Need Help with the Zotob Worm?" was a recent posting), while Techlog, launched last July, is written by PCW Editor-in-chief **Harry McCracken** and features his personal views on the industry ("IE vs. Firefox"). New this April, Treolog, which can be found on the site's PDF Info Center, is devoted solely to the Treo personal digital assistant and features contributions by several Treo fans on the PCW staff.



McCracken said the blogs are generally among the dozen most visited items on the PCW site in terms of page views. "Along with other new features such as Info Centers and PC World's Digital Duo, the blogs are among the reasons we've seen a more than 20% traffic increase over the past year," McCracken said. "Plus, they get linked to a lot by other bloggers, so they're a good way of introducing technology-savvy fans to PCWorld.com, and they help us get some 'street cred' in the blogging community." May 2005 was the blogs' best month to date, thanks to coverage of the E3 trade show by Senior Associate Editors **Grace Aquino** and **Andrew Brandt**.

PCW editors gauge the success of the blogs by the traffic they receive, links to other Web logs and the number of replies posted with the Comments feature. A popular blog posting can attract more than 100 replies from site visitors, McCracken said, "many of which are thoughtful, well-informed content that make for good reading all by themselves."

"We aim all three blogs at the same folks that the whole site targets — smart, curious people who use technology in all parts of their life," McCracken said. With Treolog, "we wanted to try a blog focused on one product that a lot of people are passionate about. There's a whole ecology out there of blogs and fans sites about the Treo."

Since the blogs are a side project more than any one editor's primary responsibility, new content is not always added daily but several times a week. "We'd like to get to the point where no day passes without fresh content, though," McCracken said. Entries are currently written by PC World staffers, including editors and Test Center employees. Most items are lightly edited, largely to fix typos. Visitor comments are monitored to weed out blog spam and responses that are either off-topic or needlessly inflammatory.

To keep the blogs from becoming vanity projects McCracken said, "We write for visitors, not for ourselves. Our blogs are more informal and personal than typical PC World content, but they're still all about information we think will be useful to site visitors—whether it's news, opinion, or a bit of both. You'll definitely see more blogs from us."

For more information contact Harry McCracken at harry_mccracken@pcworld.com. WU

Build a better blog

PC World Editor-in-chief **Harry McCracken** offered these tips for successful blogging:

- Timeliness is crucial. When something interesting happens, it's important to post right away, so that you're one of the blogs that other blogs link to. With fast-breaking news, such as Apple's recent switch to Intel chips, blogs can let you respond more quickly than you could with more traditional news stories.
- Blogs aren't articles; they're looser and often more opinionated, and some of them are on offbeat topics. If you spend too much time thinking about blogging or treat posts like mini-articles the blog will be stiff and lifeless.
- That said, it's still important for our writers to remember they're representing PC World. It would be a mistake, for instance, to suggest that we have any bias for or against a particular manufacturer, since we don't want anyone using a blog posting to question the objectivity of reviews we do.
- Plain text blogs can get boring. So we try to include lots of images and sometimes do photo essays. We're also experimenting with screencasting, a medium popularized by InfoWorld Lead Analyst **Jon Udell**, in which we create animated screenshots with audio narration then embed them in a blog posting.
- Site visitors like to chime in — a good blog is a two-way conversation. You'll find that many of our postings end by explicitly asking readers to express their opinion. And they do, often in huge numbers.

MAD magazine

continued from page 1

Smackdown," a parody of "WWE Smackdown" with Madison Avenue advertising mascots battling each other.

The supplement also offers an 'expose' claiming that there are hidden socially redeeming features added to the controversial game "Grand Theft Auto," the subject of a recent controversy when it was discovered that the game has hidden adult-only content.

Mao said it was "definitely too early" for IDGE or MAD to see if the supplement boosted sales for either, "but it definitely demonstrates the ability for publishers to think outside the box in terms of creating unique content that appeals to a similar demographic. It's a win-win situation for non-competitive publishers."

Contact Francis Mao at fmao@gamepro.com. WU

Newsstand goodies available through premium subscription

GamePro EX is a premium subscription — priced $5 more than a regular $19.97 subscription — that offers subscribers the regular newsstand issue polybagged with extras like the MAD Magazine gaming supplement, posters, game demo discs and comic books. "Some regular subscribers get upset that they don't get the goodies," said **Francis Mao**, IDG Entertainment senior VP of editorial and creative services. "The fact that there is a premium subscription offer that they didn't take advantage of quiets their complaints since they do have the option to upgrade."

noteworthy people

Promotions

IDG WORLD UPDATE
Ramos

PC World IS Specialist **Gabe Ramos** has been promoted to network administrator. "Gabe joined us nearly seven-and-a-half years ago and has played a key role staffing our Help desk," said PC World Director, Information Services, **Norman Noble**. "Over the years, he's deployed hundreds of workstations and printers and visited our regional sales offices twice a year to deliver new technology and training as needed. He's fought spyware and computer viruses, rescued data and shares the responsibility for performing nightly data backups and processing of invoices. Gabe's responsibilities now include server tuning and migrations."
gabe_ramos@pcworld.com

IDC Framingham Marketing Programs Director **Miriam Kutcher** has been promoted to VP, IDC Vertical Market Business Units and New Ventures. "Miriam supports the marketing programs and initiatives for the Global Access Group, the Go-to-Market Services Group, the Verticals Group and the Partners program," said Senior VP **Dennis Philbin**. "In addition to these responsibilities, she has been the initial marketing support for multiple new business launches. Miriam has shown a great diversity of skills in marketing to multiple audiences as the groups she supports span the range of traditional IDC clients, Access clients, and Insights clients. In each case she has adopted approaches appropriate and effective for the customer base. Miriam has been an excellent team player and collaborated with other marketing professionals and sales professionals in forging new, innovative programs and ROI of marketing tracking systems." *mkutcher@idc.com*

IDG WORLD UPDATE
McAllister

InfoWorld Associate Editor, Features, **Neil McAllister** has been promoted to senior editor. "From the start when he joined InfoWorld a year and a half ago, Neil brought with him a rare combination of hands-on technical knowledge and editorial talent, and he has demonstrated the ability to apply both consistently in editing and writing article after article," said Executive Editor **Eric Knorr**. "He has also stepped up to the plate with a number of excellent ideas, including his online Open Enterprise column and his latest effort, the open source buyer's guide that broke all records on the site recently."
neil_mcallister@infoworld.com

New employees

PETER SHORT
Powell

Roberta Powell is IDC Framingham's new Executive Advisory Research sales director, coming from Akibia where she was VP of strategic alliances. She holds a B.A. in communications from Stonehill College in North Easton, Mass., and an M.B.A. from Boston's Northeastern University. Outside the office, Roberta plays on a women's soccer team and coaches youth soccer and basketball.
rpowell@idc.com

MICHELE NELSON
Banker

IDG Entertainment has hired **Natalie Banker** as a senior account executive. She previously worked at Hearst Magazines as an advertising coordinator for Harper's Bazaar and Marie Claire in the Northwest territory. She earned a B.A. in communications from the University of Colorado/Boulder.
nbanker@idg-entertainment.com

JANE EVANS
Singer

A graduate of the University of Birmingham (U.K.) with a degree in history and Italian, **Alexandra Singer** joins IDG Global Solutions in Staines, U.K., as a graduate trainee. In her free time she enjoys art, theatre and attending cultural events.
alexandra_singer@idg.com

JANE EVANS
Hatcher

Systems Administrator **Damian Hatcher** has also joined IDG Global Solutions in the U.K. from Starcom where he was a help desk engineer. A Microsoft Certified Professional, he also holds a B.S. in computer science from Kingston University. He enjoys motorbikes, computer games, comics and television.
damian_hatcher@idg.com

MICHELE NELSON
Halbac

A recent arrival in the San Francisco area, Production Specialist **Adriana Halbac** comes to GamePro from HFMA where she held a similar title. She earned a B.A. in graphic design from the University of Illinois/Chicago and enjoys hiking, basketball and martial arts.
ahalbac@gamepro.com

Melinda Kendall joins IDG World Expo as VP for the LinuxWorld and Open Source Business Conference events, coming from her role as senior VP of marketing with Media Line International. She has a liberal arts B.A. from the University of Maryland and an M.A. in musicology from New York University. The mother of two daughters, Roberta serves as the acting VP of Event Audits for BPA Worldwide.
melinda_kendall@idg.com

PETER SHORT
Bortle

Previously a senior administrative coordinator, Eastern region, with META Group, **Patricia Bortle** is now a client service representative, Industry Majors, with IDC Framingham.
pbortle@idc.com

Transfers

Jamie Kalbach is Computerworld's new online sales manager, East Coast. He was previously Network World's director of integrated solutions, East Coast, where he grew his territory 30% in FY05. He holds a B.S. in economics from Syracuse (N.Y.) University and plays ice hockey and golf when not spending time with his wife and two sons, ages four and 18 months.
james_kalbach@computerworld.com

Returning employees

IDG WORLD UPDATE
Evans

Once a senior regional sales manager with CIO, **Jane Evans** is PC World's new senior account manager, coming from Ziff-Davis' eWeek where she was regional sales manager. A graduate of Chapman College in Orange, Calif., she holds a B.S. in business with an emphasis in marketing. She is currently training for her second half marathon with Team in Training, brushing up on her golf skills and enjoying "all of the great things living in San Francisco has to offer."
jane_evans@pcworld.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Carolyn Medeiros *Computerworld*
Kim Pennett *Computerworld*

21
Judy Sutter *PC World*

20
Hans Weber *IDG Germany*

17
Phyllis Borden *IDC*

16
Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*
Brad Christenson *IDC*

15
Lisa Ladle-Wallace *Computerworld*
Sven-Erik Remmare *IDG Sweden*

14
Patrice Desmedt *IDG France*

12
Theirry Parisot *IDG France*

11
Bill Hanck *Computerworld*
Theres Delking *IDG Sweden*
Lizah Aman *IDC Malaysia*
Alice Dragoon Leightheiser *CXO Media*

10
Stefan Bohlin *IDG Sweden*
Gemma Dietrich *IDC*
Danielle Levitas *IDC*

9
Joel Åsblom *IDG Sweden*
Maria Koprowska *IDG Poland*
Junya Onuma *IDG Japan*
Michael Cousins *IDC*

8
Pia Vaattovaara *IDG Sweden*
Toshiyuki Higuchi *IDG Japan*
Christopher Dawe *IDC*
Mark Hall *CXO Media*

7
Choong Chau Sim *IDG Malaysia*
Alain Petrissans *IDC France*
Marie Sörberg *IDG Sweden*
Agata Mysluk *IDG Poland*
Amy Konary *IDC*

6
Jennifer DeGraff *IDG Entertainment*
Julie Quinn *Computerworld*
Mark Hall *Computerworld*
Kathy Benson *IDC Australia*
Kouichi Hamada *IDG Japan*
Jonathan Evans *IDG U.K.*
Kalpana Ettenson *PC World*
Jim Hutson *PC World*
Lisa Mireles *PC World*

5
Paul Withington *IDC U.K.*
Cindy Sim *IDC Australia*
Chiara Corridori *IDG Italy*
Bill Clough *DC Nordic/Denmark*
Markus Pilzweger *IDG Germany*
Charles Kolodgy *IDC*
Susan Kevorkian *IDC*
Rachel Barnett *CXO Media*
Jon Frappier *CXO Media*
Annie Slobogan *CXO Media*
Lori Piscatelli *CXO Media*

4
Leslie Bachand *IDC*
Tai Vo *IT World Canada*

3
John Amato *Computerworld*
Cindy Lim *IDC Singapore*
Hiroyuki Ikawa *IDC Japan*
Masako Ito *IDG Japan*
Catherine MacKay *Connell Communications*
Michael Shirer *IDC*

2
Pat Oliver *Computerworld*
Chris McMahon *Computerworld*
Nigel Wallis *IDC Canada*
Anna Bieniak *IDG Poland*
Atsushi Ohno *IDC Japan*
Mary Johnson *InfoWorld*

1
Tiffany Evans *IDG Entertainment*
Claire Howell *IDC U.K.*
Gile Mallon *IDC U.K.*
Belinda Samuels *IDG Netherlands*
Fabio de Almeida *IDG Brazil*
Annie Chia *IDG Singapore*
Chris Chong *IDC Australia*
Junji Tanaka *IDG Japan*
Michelle Hockman *IDC*
Jørn Robert Jensen *IDG Denmark*
Cynthia Hiota *IDC Brazil*
Nelson Amaral *IDC*
Eileen Joseph *IDC*
Amita Potnis *IDC*
Ankoo Batra *IT World Canada*
Sean McCracken *CXO Media*
Todd Borglund *CXO Media*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

Second, once the team is put together it is critical to get the word out to the marketplace that you are there and to start to meet with key prospective customers. The marketing and sales teams have worked tirelessly to execute on this requirement. The results have been very encouraging.

Last, once you have communicated your brand to the market, you then have to execute against the promises made as part of that exercise. This is especially critical when selling to manufacturing companies, that want to be sure we are producing research before they commit to buying. Our research team has produced more than 50 documents to date and has demonstrated that we can deliver on the Manufacturing Insights brand promise of fact-based research and actionable advice. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

CXO's Tom Field pens first biography of famed comic book artist

Fans of renowned comic book cartoonist Gene Colan (the artist behind such well-known characters as Daredevil, Ironman, Captain America, Batman and Wonder Woman) will be happy to learn that a new biography, written by CXO Media Director of Content Development **Tom Field**, has arrived in book and comic book stores throughout the "U.S. Secrets in the Shadows – The Art and Life of Gene Colan," is the first biography written about Colan, who has just celebrated his 60th year in comics.

A longtime comic book fan and onetime author (he wrote several comic books for Marvel Comics prior to joining CXO Media in 1996) Field said he has been a fan of Gene Colan since childhood. Over the years, he had the opportunity to meet Colan and has written several freelance magazine pieces about him for various comics trade publications.

The book deal came together after a friend – Glen David Gold, author of the 2001 best-seller "Carter Beats the Devil" — introduced Field to the publisher last summer. The book, which Field hastened to clarify "was written evenings and weekends!" debuted at in July at Comi-Con International, the world's biggest annual comic book convention.

For more information, visit http://tinyurl.com/7eqhs. WU

celebrating 10!

Name
Richard (Dick) V. Heiman

Home
Framingham, Mass.

Joined IDC
November, 1993; as a Software Research Analyst

Current title
Director, Global Software and Services, Model and Forecast Management. I lead the team that is responsible for software and services modeling and forecasting processes, taxonomy/methodology, data quality, databases, project management and tools.

Most challenging part of your job
Achieving consistency of processes and data across IDC's highly decentralized environment.

Best part of your job
Working with very intelligent, highly motivated colleagues.

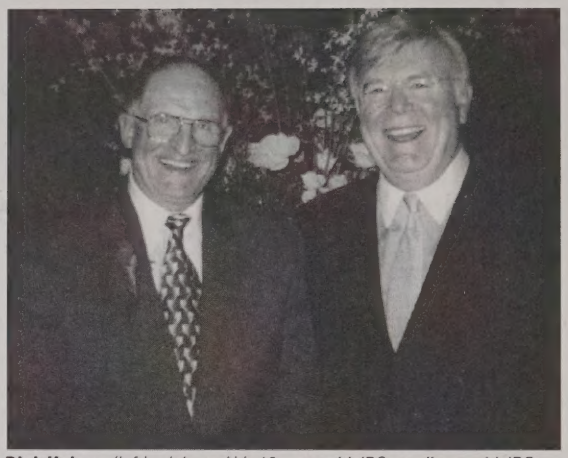
Latest accomplishment
Played a key role in the successful development and delivery of a new IDC database system (known as Merlin) for vendor revenue models and market forecasts.

Most unusual moment at work?
Analyst users responded to a presentation of the Merlin system capabilities with spontaneous applause! It's very unusual for a software release to be greeted with anywhere near that kind of enthusiasm!

Best way someone could compliment you on your work
Just to publicly recognize that something I did was of benefit to IDC or individual analysts. By the way, this has happened frequently during my time at IDC.

What's your favorite thing on your desk?
My family photo gallery.

Interests outside the office
Family and music (I play tenor sax in the 17-piece "After Hours" big band).



Dick Heiman *(left) celebrated his 10 years with IDC at a dinner with IDG Chairman* ***Pat McGovern*** *earlier this year.*

Family
My wife Gerry and I celebrated our 40th wedding anniversary in 2004. We have two married daughters (Susan and Lynne) and five grandchildren.

Favorite way to work off stress?
Play the saxophone or just listen to good music.

As a child, what did you want to be when you grew up?
I guess I always wanted to be an engineer (my degree is in electrical engineering). As a youngster I was usually either building something — or taking something apart.

What book is on your nightstand?
"Giants of Enterprise" by Richard S. Tedlow

Manager's profile
"Dick is a tremendous asset to our software research process, overseeing the process to produce market data on over 1,000 companies in over 80 markets and also authoring the Software Taxonomy document, which is perenially the most downloaded IDC document. His understanding of the software market and his very pragmatic, can-do attitude allow Dick to always deliver exactly what he promises. And he always does it with a big smile and a great attitude."

— Tom Copeland, group VP and general manager, Worldwide Trackers and Forecasters

More "Celebrating 10" on IDG Central

To read the full text of these Celebrating 10 profiles, go to the IDG World Update section on IDG Central at www.idgcentral.com and click on "more stories."

Andrea Weinholz
Advertising Director, Macwelt

Andrea joined IDG Germany as an advertising assistant and quickly developed the skills that led to a series of promotions. Says her manager, "She knows the Mac market and especially the customers like no other person in Germany." Outside the office, she enjoys tennis, swimming, hiking, painting and travel.

Dana Thorat
Research Manager, IDC Clients and Mobility Group

Dana counts the opportunity to conduct interesting surveys (such as how women use technology, or how "tweens" and teens use technology) and presenting the findings among the best parts of her job. A mother of three, she will complete her master's degree in 2006 and enjoys running, strength training and shopping.

Entries for the 2006 Calendar Contest are due Sept. 16

Will one of your photos be among those showcased in the 2006 IDG Employee Calendar? Don't miss your chance at worldwide fame (and $300, $200 or $150 in prize money). Submit no more than two photos by Sept. 16 to IDG World Update. 3 Post Office Sq., 4th floor, Boston, Mass. 02109. Complete contest details are on the home page of IDG Central (www.idgcentral.com).

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG **World**Update

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WWW.IDGCENTRAL.COM

IDG Central offers news, information, employee resources

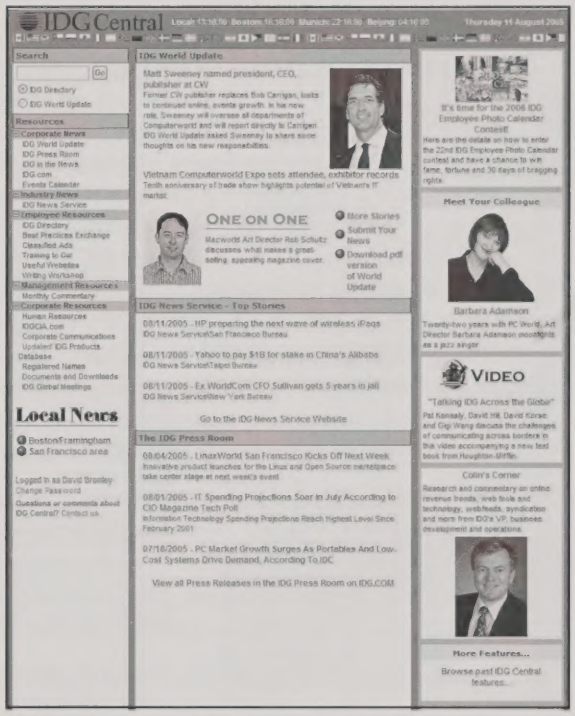
A little over a year since its relaunch, intranet continues to add new features

This issue of IDG World Update focuses on IDG Central, IDG's employee intranet. See inside to learn more about these online-only features:

- **Cast your vote for your favorite photographs in the 2006 Employee Photo Calendar Contest (page 4).**
- **Post an ad to sell your car, or find a vacation rental, someone to fix your bicycle or a photographer for a special occasion (page 7).**
- **Get help dealing with thorny grammar issues in this Writing Workshop column authored by PC World Senior Copy Editor Steven Gray and retired PCW Senior Copy Editor Barbara Lewis (page 4).**
- **Let colleagues know about your participation in fundraising efforts in this new section (page 7).**
- **Find out how you can win one of three iPod shuffles in an online scavenger hunt (page 8).**

In May 2004, IDG Central (www.idgcentral.com), was redesigned, updated and revitalized with a news-focused home page designed to draw employees to the company's intranet more frequently to take advantage of numerous corporate and external resources that reside on the site. Since that time, the staff of IDG World Update, which has overall responsibility for maintaining the site, has continued to add new features and resources.

"IDG Central has an important role to play in helping employees navigate our decentralized company," said IDG International Publishing Services (IPS) President **David Hill**. "The goal is to continue building an easily navigable, one-stop destination for employees to find the latest company news, industry information and resources."



The site is anchored by a news-focused center column that features IDG World Update content, top headlines from the IDG News Service as well as a newly launched daily press briefs section. Employees can search several years worth of back issues of World Update and an easy-to-use "Submit Your News" button brings up a form to let employees worldwide alert the editors to news from their business units.

The IDG News Service's top headlines are refreshed as major news breaks throughout the day, and readers can access the full stories directly from IDG Central. The press briefs provide a synopsis of important industry news drawn from various mainstream and B-to-B media outlets.

IDG Central's navigation bar consists of five areas: Corporate News, Industry News, Employee Resources, Management Resources and Corporate Resources. The following list highlights just some of the content to be found on the intranet:

- A calendar of upcoming IDG events worldwide.
- Corporate Communications pages with company logos, press release boilerplate, presentation templates, company milestones by year and many other essential resources. A downloadable PDF version of the IDG Media Kit is also available here.
- A post-it-yourself classified ad section for vacation rentals, items for sale, services and more.
- Another post-it-yourself section for employees participating in various fundraising and community service events.
- Human Resources pages with links to http://hr.idg.com for U.S. employees, the Training to Go! catalog of training materials that can be reserved by employees worldwide, IDG job lists, and more.
- A weekly "Meet Your Colleague" feature.
- Space for video and audio clips. Currently available is a 12-minute video featuring four IDG executives discussing communications issues that can arise when doing business internationally.

While the people who spearheaded the overhaul of IDG Central are IPS staff, Hill noted that IDG Central belongs to all of IDG and will continue to evolve. "If anyone has an idea for a resource or new section that should be added to IDG Central, they can write to idgcentral@idg.com. The site will only improve as more employees offer their feedback," he said. WU

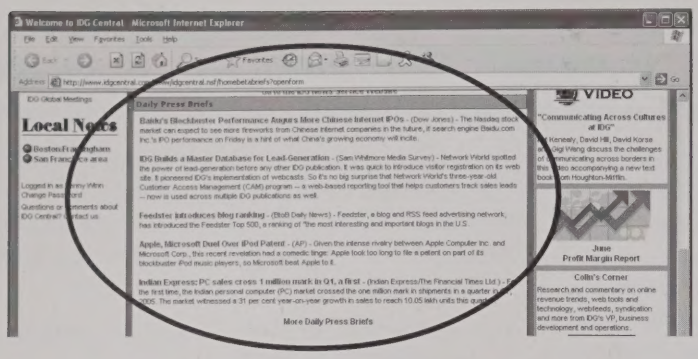
Need a password?

If you need a password and login for IDG Central, visit www.idgcentral.com and use the form you will find there to request one.

Daily press briefs offer glimpse at top industry news

New section complements information from World Update, IDG News Service

Beginning this week, IDG Central will feature a daily synopsis of five to six top news stories drawn from major news outlets and the b-to-b press focused on IDG, its employees and the technology and media industries.



The briefs will be edited to provide the key information contained in each story and will include source information to allow interested employees to track down the full text.

The homepage will contain a list of headlines and a sentence or two. Readers may click on the headline to read the full abstract.

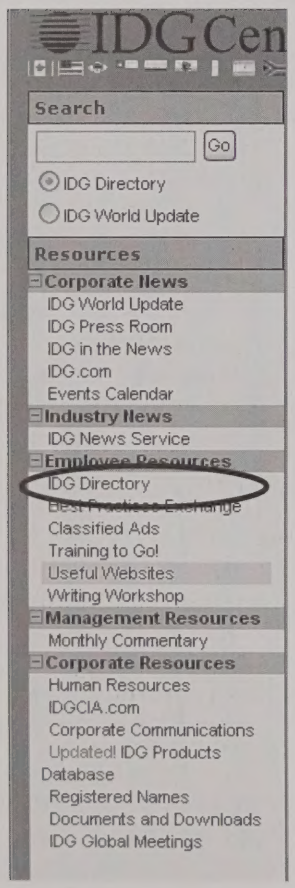
While only the day's top stories will appear on the home page, the briefs will remain accessible for two weeks and can be seen by clicking on the "More Daily Press Briefs" button at the bottom of the section.

Examples of recent briefs include:

- IDC finds IT spending still cautious in Western Europe, but opportunities exist for vertically focused vendors *(M2 Communications, Ltd.)*
- Google dips into the world of print advertising *(New York Times)*
- Google selling print ads *(The San Francisco Chronicle)*

To see the Daily Press Briefs, visit www.idgcentral.com.

Directory lists contact information for 4,700-plus employees



Trying to collect the proper contact information for all of IDG's far-flung employees is a daunting task. But it's all in a day's work for **Chheng Hak**, who serves as the manager of the online IDG Directory as well as the financial coordinator for IDG International Publishing Services in Boston. Her job has become a bit easier in the past six months thanks to a new spreadsheet system that allows her contacts at local business units to view the employee names in the directory and quickly update them. That information is then automatically uploaded to directory.

The IDG Directory contains contact information for employees and business units worldwide and lists the publications and Web sites at each company. The records include addresses, telephone and fax numbers, employee titles and e-mail addresses.

The directory has a link on IDG's intranet, IDG Central (www.idgcentral.com) or can be accessed directly at www.idgdirectory.com using the same login/password for IDG Central. The Notes version of the IDG Directory has additional views for easier browsing. The view for Product, for example, is broken out by product line, country, region and business unit type (subsidiary, licensee and joint venture). Employees who work in an office that uses Notes should consult their IS team to find the directory database on their business unit's server.

The directory lists 172 business units and currently has data on more than 4,700 employees. Hak has been working with IDG offices and affiliates in more than 67 countries, encouraging every location to designate a single point of contact. Every few months she e-mails those contacts directory spreadsheets for updating.

However, the new Excel system is just one option. "I'd be happy to take updates from business units in any format, at any time," Hak said, noting that her contacts who prefer to send a Word document or other data sheet generally submit changes monthly or quarterly, or whenever there are numerous changes within their unit.

Chheng Hak

While the directory is primarily intended for internal use, the business units' address listings are automatically fed into IDG's public site, IDG.com. When a visitor to the home page clicks on the "Contact a Business Unit by Country" link in the Contact IDG section, they are taken to a view with address information drawn from the online Directory.

Employees can help keep the directory up to date by checking to see if their own information is properly listed. They can request updates for their own information or that of their business unit by selecting the "Request Change" button at the top of the page.

For more information, write to chheng_hak@idg.com.

Best Practices Exchange provides forum for employees to share ideas

IDG Central's Best Practices Exchange is the place to go to find out what kinds of new ideas are being tried regarding any aspect of IDG's business: editorial, art/design, sales/marketing, circulation/audience development, production, technology, business development, finance/operations, human resources, research, events, customer service and more.

Employees can search the database for tips and post their own ideas to share. In addition to text, employees can attach supporting files of any type including Word documents, Excel spreadsheets, Powerpoint presentations, PDFs and audio/video clips.

Among the dozens of ideas already online:

- Reviews of Web analytics products.
- Beat assessment and beat development worksheets from the IDG News Service.
- A Continuous Process Improvement training program that helps employees cut project costs and/or increase productivity.

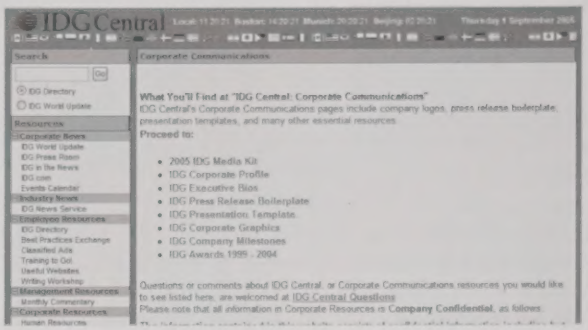
The Exchange supports full-text search and can be browsed by Function (i.e., Print vs. Online vs. Research), Purpose (i.e., Revenue Generation, Cost Savings), Product Line and Author. Employees can select the topic areas of most interest to them and receive e-mail notification of relevant postings.

Video, audio clips let employees see and hear from each other

From time to time audio and video clips are posted to IDG Central, thanks to the generous assistance of the Computerworld IS team. Currently available on the site is a 12-minute segment — Communicating Across Cultures at IDG — that features four IDG executives — IDG CEO **Pat Kenealy**, IDG International Publishing Services President & CEO **David Hill**, IDG World Expo President & CEO **David Korse** and IDC Senior Vice President of Strategy **Gigi Wang**. The video, which accompanies a new college text called "International Management — Strategic Opportunities and Cultural Challenges," published by Houghton Mifflin Co., focuses on the communications issues that can arise when conducting business across cultures and countries.

Also available, by clicking on the "Browse Past IDG Central Features" link, are audio files of talks given by IDG CEO **Pat Kenealy** (IDG and the Online Imperative) and IDG Communications President **Bob Carrigan** (Best Practices for Managing/Growing Your Online Business) at the recent U.S. Online Meeting.

Print-ready PDF files of IDG's 2006 Media Kit now available in Corporate Communications section

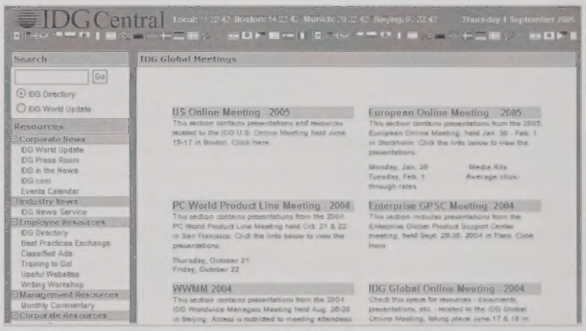


The IDG Corporate Communications department maintains a section on IDG Central that offers various resources for business units worldwide. Among the information available on the site:

- The 2006 IDG Media Kit in print-ready full-color PDF files.
- The newly updated IDG Corporate Profile
- Executives biographies and photos for IDG Chairman **Pat McGovern**, CEO **Pat Kenealy** and IDG Communications President **Bob Carrigan**
- Various corporate logos
- Boilerplates for IDG press releases and presentations
- A list of company milestones from its founding in 1964
- A comprehensive list of the editorial and design awards won by IDG's U.S. publications since 1999

To access the site, click on Corporate Communications under the Corporate Resources heading in the lefthand column. Questions about this section may be directed to Marketing Communications Specialist **Teresina Cardamone** at teresina_cardamone@idg.com.

Speakers share presentations from global meetings on IDG Central



IDG Central is home to a growing collection of presentations from speakers at various global meetings. Presentations from all but the Worldwide Managers Meeting are available to any interested employee. Currently available are presentations from the U.S. Online Meeting (2005), the European Online Meeting (2005), The PC World Product Line Meeting (2004), the Enterprise GPSC Meeting (2004), the IDG Global Online Meeting (2004) and the Worldwide Managers Meeting (2004). Click on the IDG Global Meetings link in the lefthand column.

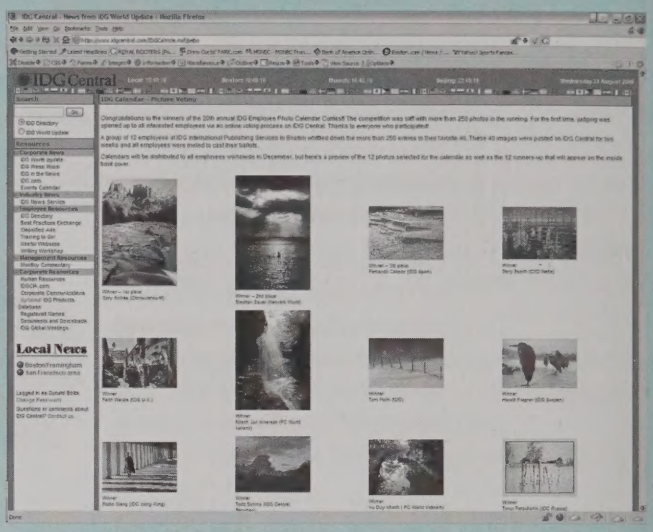
Help select 12 winners for next year's employee photo calendar

Entries in the 22nd IDG Employee Photo Calendar Contest are rolling in. And once again this year, IDG employees worldwide will have a chance to vote for the photographs they would like to see featured in the 2006 employee photo calendar.

Beginning Sept. 26, the top 40 photos (as judged by a panel of employees from IDG International Publishing Services) will be available for viewing on IDG Central. The photos will remain online through Friday, Oct. 7. All employees are invited to log on and vote for their three favorite photographs.

If you don't already have a login and password for IDG Central, be sure to request one now using the form available at www.idgcentral.com.

Any questions may be sent to world_update@idg.com.



Last year, hundreds of IDG employees voted for their favorite photographs on IDG Central. The 12 winning photos were displayed online following the voting.

It's not too late to enter!

Entries for the 2006 employee photo calendar contest will be accepted until Friday, Sept. 16. All employees are welcome to submit up to two color or black-and-white photos. High-resolution digital images may also be sent to world_update@idg.com.

Full details for entering the contest are available on IDG Central.

Writing Workshop offers tips on overcoming common grammar problems

"Entertaining" and "grammar" are words that aren't often in the same sentence, but you'll have a smile on your face after you read The Troubles We've Seen, a grammar tips column by PC World Senior Copy Editor ***Steven Gray*** *and his now-retired colleague* ***Barbara Lewis****. The column provides a new tip Monday through Thursday as the duo looks at flawed sentences they've encountered recently and explain how they would correct (or sidestep) the problems. Examples are grouped each week by a different problem type or category. The goal is to shed light on the types of problems editors encounter every day, as well as demonstrating ways (not necessarily the way) to correct them. Some excerpts appear below.*

PC World Senior Copy Editor ***Steven Gray*** *and former colleague* ***Barbara Lewis*** *contribute a daily column that offers concrete examples of thorny grammar challenges faced by IT writers and copy editors and offers tips on correcting the problems.*

Dubious Word Choice — Malaprops (Feb. 28)

Some words sound as if they mean something they don't: "noisome" means disgusting, not noisy; "fulsome" means insincere, not full-blown; "nauseous" means causing nausea, not feeling it. These confusable terms make frequent appearances in manuscripts. Writers inadvertently slug the ersatz term into place in place of the genuine article.

Example: "After just a few days of light use, the unit was notably marked up."

"Notably" means particularly, or in a remarkable or distinguished manner—not a completely nonsensical idea in the context of this sentence, but not the meaning the writer wanted. The better word is "noticeably"—identical but for the addition of three letters. Rather than implying that the damage was remarkable in some way, "noticeably" emphasizes the visible nature of the damage, a meaning that clearly makes more sense here.

Correct: "After just a few days of light use, the unit was noticeably marked up."

Redundancy Roundup (Dec. 17, 2004)

More isn't always merrier. The following sentence conveys the same information in two ways and muddles meaning in the process.

Example: "You can plug the VaultDrive into a USB port and save up to as much as 512MB of data."

What does "up to as much as" mean? Two phrases that mean the same thing are jammed in together, where only one of them is needed. Either "up to" or "as much as" would do a clearer job alone:

Clarified: "You can plug the VaultDrive into a USB port and save up to 512MB of data."

Equally clear: "You can plug the VaultDrive into a USB port and save as much as 512MB of data."

IDG

September 5, 2005

Event Director (BIO)

Bio-IT World Inc. has an exciting opportunity for a seasoned event professional to assume overall responsibility for the production of events at Bio-IT World Inc. Responsibilities will include the execution and management of 3-4 conferences/events per year including the annual Bio-IT World Conference & Expo. The Event Director will work with existing members of the Bio-IT World sales, marketing, and content staff to ensure high-quality content delivery, exceptional sales and service to exhibitors/sponsors as well as qualified and satisfied attendees. In addition to coordination efforts across the event, this position also carries direct revenue responsibility for approximately 50% of the budgeted exhibit sales & sponsorship quota for each event. The director will be responsible for helping to maintain all external and industry relationships including key clients, user groups, and trade associations. Successful candidates will have 7 plus years of trade event experience with significant functional expertise in exhibit sales and marketing. Candidates should have proven event development skills, and the ability to promote growth within events in a fast-paced business. This position reports directly to the President and Publisher of Bio-IT World Inc.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Web Developer (BIO)

Bio-IT World Inc. is seeking a Web Developer to join the team. The Web Developer will take the lead on key web development projects. As the web developer, you will be involved with day-to-day operations of the website working closely with the sales and editorial departments. Duties will include, but are not limited to, developing and maintaining website products, supporting web applications, databases, tools and utilities, and participating in the integration efforts to bring new products to the web. Qualifications include a Bachelor's degree in computer science, management information systems, or related experience plus 2 - 5 years experience in Web production and development in an academic or professional setting. Additional qualifications a demonstrated proficiency with web-related technologies such as HTML/KML, CSS, PHP, SQL, Javascript and knowledge of browser compatibility issues for all platforms and major browsers. Understanding of Python programming language and Zope, Zeo and Plone applications a plus. Successful candidates will be able to prioritize and manage many projects and tasks. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Project Manager (IDG)

IDG Corporate Sales is looking for an experienced Project Manager to manage and execute global and domestic integrated marketing programs. The individual selected for this position will be the single point of contact with customers on their marketing programs. This person will develop, maintain, and manage production schedules, and ensure the on-time delivery of products and projects. Additional responsibilities will include ongoing tracking and reporting of program implementation status. Candidates must have experience in single-point management of multiplatform marketing programs, as well as strong knowledge of the IT marketing, media, and advertising industry. The candidate must be detail oriented and have the ability to multi-task in a fast paced environment. Strong communication and customer relationship skills are essential. ***Location: East Coast***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Sales Manager, Storage and Software Industry (IDC)

IDC is seeking a Sales Manager for IDC's Industry Major Accounts Team. This position will work directly for the Vice President of Major Account Sales for the storage and software industry. The Sales Manager will be responsible for business development, setting US selling strategy, and managing the business relationships for one of IDC's Major Accounts customer. The Sales Manager will be responsible for monthly sales of IDC's entire portfolio of products and services, including syndicated and primary research, events, speaking engagements, and more to one of IDC's largest and fastest growing worldwide accounts. This position requires worldwide coordination with all IDC regions. To be successful in this role, candidates must have a minimum of 7+ years of executive selling experience with complex goods or service to technology vendors. Prior experience selling IT research and familiarity with storage and/or software is preferred. Candidates must have exceptional account management skills, proven relationship building talent, top level presentation and communication skills (written and verbal). MBA preferred, Bachelor's degree required. This position will require approximately 40% to 50% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Associate Research Analyst, Computer Peripherals (IDC)

IDC's Computer Peripherals & Document Solutions Research Group consults with leading industry players about consumer, corporate and commercial consumption and behavior around printing, scanning, and copying. This includes the high growth adoption of color printing ranging from photo printing in the home to office color printing, and the market impact from color. It covers the high-growth adoption of office scanning and its impact on document management. It also covers output volume market shifts. The Associate Research Analyst will gather qualitative and quantitative information, structure the information for analysis, synthesize and analyze it in a logical and forward thinking manner. This work will support the group's consulting and research efforts. Both vendors and users are researched. Vendors include Canon, Dell, HP, Xerox, among many others. Clients served include vendors as well as Wall Street analysts. Candidates must possess excellent Excel, analytical, writing and verbal communication skills. The ideal candidate will be able to gather data from a range of sources - vendors, the www, financial documents, user research and structure it into an easily usable format such as Excel to support the group's consulting and research projects. Some knowledge of the IT or peripherals markets is helpful. A bachelor's degree is required. The position is based on IDC's Framingham, MA office. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager, Global Financial Accounts (IDC)

IDC's Global Financial Sales team is seeking a success oriented Sales Manager to focus on selling IDC's research products to some of IDC's largest Global Financial Accounts. This Sales Manager will be responsible for generating and managing approximately $3.8m in revenues (renewals and new business development), and building strategic relationship in IDC's largest Global Financial Accounts. As a member of a collaborative team, this individual will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC (researchers, consultants, other sales professionals). Additionally, this sales professional will be expected to establish and maintain collaborative relationships with IDC global colleagues and clients. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. This position will report to the Vice President, Global Financial Sales. Requirements for the position include 7 – 10 years of quota-carrying outside sales experience, along with experience in market research and/or the financial services industry. This person must be flexible and able to work in a complex environment. The ideal candidate will be entrepreneurial, motivated, assertive, decisive and collaborative. Prior market research industry sales experience is helpful, but not required. Bachelor's degree (or equivalent experience) is required, MBA preferred. This position will be based out of Framingham, MA and will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Project/Engagement Manager (IDC)

IDC's Go-to-Market Services team is looking for an energetic, creative individual with strong project management experience and discipline to join our rapidly growing team. Responsibilities: Contribute to the delivery of projects under the direction of the GMS Director; Manage customer engagements; Provide pre- and post- sales support to customer sales team; Manage document/PowerPoint design/formatting, and proofreading; Manage select on-line GMS offerings and events; Help identify additional partners who will increase GMS competitive offerings to customers; Travel required as needed to see customers, prospects, partners etc. Skills and Experience: The successful candidate will have 5+ years of experience as a project manager in one or more of the following areas: marketing programs (web experience preferred), custom publishing, audience development, web content creation/delivery, event marketing and or management; He/she enjoys a fast-paced "start-up" like environment within a globally known and respected organization and managing virtual teams including clients and partners to deliver client programs on time and of the highest quality. Specific skills required include: project management with demonstrated success at keeping track of many details, document/PowerPoint design/layout and/or editing skills a plus, successful selling experience or experience supporting sales teams. Demonstrated client service excellence and experience/understanding of audience and needs of marketing professionals within high tech marketing organizations. BS required, MBA or equivalent beneficial. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Online Marketing Specialist (PCW)

PC World Communications is seeking an Online Marketing Specialist with an emphasis in audience development, advertising, and project management. The Online Marketing Specialist will be responsible for developing and maintaining reports on all performance indicators including: unique users, page views, return visitors, page views per visit, as well as online registrations and conversions. S/he will utilize site analytics and reporting tools to improve our understanding of user behavior and help us identify new product opportunities. In addition to audience development duties, the Online Marketing Specialist will assist in the creation of new advertising products – including the development of competitive analysis, product requirements and marketing and sales strategies. Responsibilities will include helping to manage projects with a cross functional team (editorial, marketing, IT, design, and sales), launching new products and monitoring their effectiveness. Qualified candidates will have 2-3 years experience with online marketing and Internet publishing. The person selected will also have excellent project management, communication, organization and analytical skills with an understanding of Internet publishing, audience development and web-based advertising tools/technologies. Some knowledge of HTML and Photoshop is also required.
Location: San Francisco, CA
Contact: K. Coldwell, Email: jobopps@idg.com

Housing and Travel Specialist (WEC)

IDG World Expo is seeking a Housing and Travel Specialist to join our Event Services team. This individual will report to the Housing and Travel manager and work on hotel and travel related responsibilities for several events per year. Responsibilities include, providing customer service to our exhibitors and attendees via phone and email to increase room reservations in event hotels, as well as coordinating hotel and travel related functions for speakers, attendees and staff. This includes the setup and daily maintenance of hotel room inventory using the Passkey system, processing new reservation requests, changes and post show reconciliation of each event hotel. Other responsibilities include the setup of the event hotel/travel page in our printed brochures and event Web sites. In addition, this position will research event venues with area convention and visitor bureaus and hotel national sales offices, as well as assist with hotel contract reviews and negotiations. This individual must have excellent phone skills, strong customer service, attention to detail, excellent organizational skills and the ability to multi-task. A minimum of 4 years in the hospitality or event industry required. Knowledge of HTML and housing database experience is a plus. Some travel required. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Systems Administrator (IDC)

Systems Administrator, US Information Technology - IDC's US Information Technology group is seeking a Systems Administrator to assist with the ongoing technical operation of IDC US's data center in Framingham MA, which supports a growing number of local and regional systems and services. The Systems Administrator will be part of a team that is responsible for the ongoing implementation and maintenance of the system hardware and software for IDC. The Framingham office is responsible for delivering and supporting local and global services to IDC worldwide. The data center that is housed in the Framingham office is operationally the responsibility of the US Systems Administrators and is a strategic part of the global, regional and local support strategy. The Systems Administrator must be able to form a close partnership with other IT employees across the globe to facilitate the delivery of strategic and tactical local and regional services. The Systems Administrator will also be expected to manage the regional data center and ensure security of the servers and services housed within; ensure regional operational procedures such as activity logs, backups, user account management and system monitoring are performed and documented in the US office; maintain servers located in the US data center; ensure appropriate, timely and accurate information is applied to all helpdesk system entries assigned and; carry a 24x7 pager on a rotational basis. The successful candidate will be experienced with complete problem solving and support, possessing top notch customer service skills. In addition, the Systems Administrator must possess hands-on experience in the management and configuration of LAN/WAN technologies, including knowledge of DNS infrastructure, routing and Site to Site VPNs. The Candidate must have experience with Internet technologies including Client VPN, firewall, and security services and devices. We are also seeking a candidate with email systems knowledge. Lotus Notes knowledge is preferred, but a demonstrated ability in an alternative system and the willingness to learn is acceptable. The successful candidate must be knowledgeable, skilled and experienced in multiple server and networking technologies. Relevant technologies include: Strong Solaris/Linux, Netware 6.x. Knowledge of Dell hardware, IBM hardware and Cisco IOS will be advantageous. We are seeking someone with experience in: Checkpoint firewall administration; supporting Java Application servers; working with Oracle databases and; familiarity with Verity Search and ATG Dynamo. Finally, the candidate should have experience in a 'Critical Systems' environment, e.g. clustered environments, high uptime etc., a high degree of technical project management experience and be able to effectively function as a member of a project team.
Location: Framingham, MA
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Consulting Director, Energy Insights (EI)

IDC Energy Insights is seeking a Consulting Director to develop and manage custom research and advisory projects for the energy industry to include oil, gas and utilities. The Consulting Director will engage with executives at energy companies and IT vendors to identify opportunities for consulting projects. Consulting projects may include IT strategy, IT and business benchmarking, business and IT alignment assessment, ROI or business case development, market opportunity assessment and IT vendor selection. The director will develop proposals, provide custom research and advice to clients and manage projects from beginning through completion, working closely with the analysts in Energy Insights and with sales personnel. The Consulting Director will be expected to develop and manage long-term consulting relationships with clients, including repeat engagements and contribute to strategy and operations of overall IDC Energy Insights business. The individual must have strong project management experience, business development skills, as well strong writing and presentation skills. The individual will be required to deliver quality consulting engagements, provide high levels of customer interaction, and be able to develop the consulting practice. The director will serve as a main point of contact with the sales force for lead development and proposal writing. The individual will need to have strong client facing skills and a keen business sense to identify and write proposals in a way that meets clients' needs. The individual will also be responsible for ensuring that the engagement is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The Consulting Director will need strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The desired individual will have a minimum of an undergraduate degree and preferably a master's degree with 7+ years working experience in the energy industry. Experience in consulting and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: Strong business development skills; Experience in working with one or more segments of the energy industry; Ability to provide actionable advice to executive level management; Familiarity with qualitative and quantitative research methodologies; Strong project management skills with a constant eye on detail; Strong writing skills; Strong collaboration skills; Strong presentation skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving. This position can be based out of Framingham, MA or Denver, CO. ***Location: Denver, CO or Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Advertising Operations Coordinator (MAC)

Mac Publishing, publisher of the world's leading independent Macintosh publication and Web sites, is seeking an Advertising Operations Coordinator to join its team. Responsibilities include managing all ad placements from avails checking to final reporting, including data analysis, trafficking, fulfillment, optimization and reporting for Macworld.com, its affiliated websites, and its email newsletters. S/he will work in collaboration with members of the sales team (locally and remotely) as well as the editorial, business development and web development teams. In addition, s/he will have regular contact with Mac Pub's national advertisers and their ad agencies. Candidates must have a solid background in online ad operations, including a minimum of two years of ad trafficking experience and the ability to read and troubleshoot HTML. Please have strong data management and analytical abilities, strong Excel skills, be well-organized, attentive to details, and possess clear communications and customer relations skills. Some previous experience working with HTML and JavaScript is necessary, and experience with the Falk ad server is a definite plus. Macworld.com serves all forms of rich media banner advertisements, text/HTML newsletters, and unique HTML emails; some experience with each would be ideal. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Executive Assistant (MAC)

Mac Publishing is seeking an Executive Assistant to provide high-level support to its President, and as-needed support to its Publisher and Editorial Director. In addition to general administrative duties, including handling phones, calendars, travel arrangements and expense reports, s/he will organize company and client events, develop presentations, and manage employee appreciation programs. This position requires frequent interaction with everyone in the company as well as customers, vendors and corporate staff. S/he will be the point-person for general employee questions and the company's liaison with facilities and office management. Superior computer skills (incl. Excel and Powerpoint), experience with a Mac, and top-notch organizational and communication skills are required. Candidates must be flexible, detail-oriented and able to work well under pressure. This position requires a high degree of professionalism, the ability to handle confidential information with discretion, and a minimum of 2 years of management-level support experience. Familiarity with publishing and/or advertising would be ideal! (Please reference "Executive Assistant" in the email subject line.) ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

IT Manager (MAC)

Mac Publishing, publisher of the world's leading independent Macintosh publication and Web sites, is looking for a self-directed IT Manager. S/he will have primary responsibility for all LAN IT operations for this 40-person company. These operations include end user support, networking, file and email servers, and Internet connectivity. The IT Manager will be expected to stay current on applicable technology, and to propose and implement upgrades and new systems to meet business needs. S/he must be willing to wear the systems pager and able to manage multiple simultaneous projects. Candidates should have 3 years experience in Macintosh systems support; strong skills in Mac OS X system management, setup and recovery; and strong skills in computer hardware setup and repair. They should also be familiar with WindowsXP, office productivity software (MS Office, Filemaker), and graphic design software (Photoshop, Quark, Illustrator, font management). Please have a working knowledge of IP networking (DHCP, DNS, firewalls, routing), comfort with Unix/Linux command line environment, and experience with email client and server setup and protocols. ***Location: San Francisco, CA***
Contact: K. Coldwell, jobopps@idg.com

Director of Operations (NWI)

Network World Events and Executive Forums is seeking an accomplished individual in event planning to be our Director of Operations. In this role you will ensure that all contractual, logistical and operational considerations for our events are managed with the utmost attention to detail and bottom line optimization. In addition, the Director of Operations will also be responsible for the successful logistical execution of our diverse portfolio of 1-day multi-city seminars and 2-day, high profile executive conferences, and the day to day management of the operations team. The ideal candidate will have, extensive experience working with hotel and meeting facility conference services staff, a proven track record of effective hotel and contract negotiations, and the demonstrated ability to work independently and make effective decisions in a timely manner. Candidates must have at least 7 years of experience as a professional meeting or conference planner, as well as the ability to manage multiple, conflicting tasks, meet deadlines as assigned. Strong prioritizing skills, excellent oral and written communication skills, and certification in Meeting Planning strongly preferred. Superior managerial skills, a passion for producing world-class events, and the ability to travel required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

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Current Jobs, Week of September 5, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Circ	Part-time Circulation Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Events	Event Director	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Bus Dev	Business Development Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Managing Editor, Online Channels	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Networking	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Storage	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Senior Reporter	West Coast	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Online Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Product Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Projects Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Associate	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	VP, Executive Programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Advertising Producer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
IDG						
	Mktg	Director, Program Development	San Francisco CA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Project Manager	East Coast	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Ad Coord	Ad Ops Coordinator	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Intern	Online Development Internship	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Mktg	Marketing Manager	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online	Associate Web Developer	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online Sales	Online Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
	Edit	UK Correspondent	London UK	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Online	General Manager, InfoWorld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Product Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	san francisco	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
Mac Publishing						
	Ad Coord	Advertising Operations Coordinator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Admin	Executive Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	IS	IT Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Pub	Associate Publisher, Custom	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333
	Events	Director of Operations	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Mktg	Marketing Communications Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Manager of Audience Development, Online	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333
PC World						
	Ad Sales	Sales Associate	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Bus Dev	Online Marketing Specialist	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Operations	Housing and Travel Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDC						
	Conf	Program Director, Conferences	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Intern	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Project/Engagement Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Associate Research Analyst, Computer Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile Devices: Consumer	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

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BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Health Delivery	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Manager, Global Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Storage and Software Industry	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Tech	Business Analyst	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Desktop Support Specialist	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Systems Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Director, Consumer Credit and Lending	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Life Science Insights						
	Research	Research Manager	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Life Science Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

spotlight on... profile

IDG has more than 150 subsidiaries, licensees, and IDC offices worldwide. Once or twice a month, IDG Central features profiles of these far-flung operations, offering a look at their history, operations and employees.

IDG's Canadian joint venture adapts to keep pace with market

IT World Canada at-a-glance

Founded Joint-venture partnership with IDG began in 1989
URL www.itworldcanada.com
Location Toronto, Ontario (There is also a small office in Brighton, Ontario, that houses the circulation group and an editor who shares an office with IDC Canada in Ottawa.)
President, COO Andrew White, awhite@itworldcanada.com
First IT publication Computer Data (now ComputerWorld Canada)
Number of employees 62
Longest-serving employee Accounting Assistant **Ann Andrisani** (joined 1988)
Newest employee Web Developer **James Bolduc** (joined in August)

Like all IDG-affiliated offices around the world, IT World Canada's role has changed from that of 'publisher' to one of 'information provider.' "Our mission is to provide our readers with information in any format they want to receive it," said President and COO **Andrew White**. "We have to know our readers better than anyone else, and we have to earn and keep their trust. If we do this well, our clients will continue to spend money with us."

White said that IT World Canada (IWC) has always known that change is a big part of publishing. "We have tried to hire people who thrive on, rather than hide from, change. We have a great team that pulls together as we react to new market needs."

Despite its current market share of 56%, IWC this year saw a drastic change in its advertisers' needs and in how and where they want to spend their money, according to White.

"Our goal — and biggest challenge — for this coming year is to adjust to these changing times. Growing our Web business is not enough. It requires a whole new way of thinking and a change in the speed at which we make and act upon decisions. Not only are we reinventing the business, but we will have to reinvent the whole culture of the company."

*IT World Canada's executive team (l-r): Controller **Rob Novorolsky**; President, COO **Andrew White**; Director, Special Projects **Gerry Chopik**; General Manager, Government and Executive Group, **Fawn Annan**; General Manager, Enterprise Group, **Dan McLean**; Marketing Manager **Nadine Brown**; Manager, CIO Council, **Christine Britsas**; Manager, Tech Support, **Vince DeCastro**; Manager, Logistics Group, **Donna Butts**; Human Resources Manager **Sonia Singh**; and VP, Editorial Director **John Pickett**.*

IDC Romania set to take advantage of EU accession

IDC Romania at-a-glance

Founded October 2001
Location Bucharest
Branch Manager Senior Research Analyst **Laurentiu Popescu**
Number of employees: Three: Popescu, Research Analyst **Madalin Lazarescu** and Events Coordinator **Anca Miclaus**.

Romania took many by surprise with its economic boom in 2004 and has good prospects going forward. IDC, however, was ahead of the curve, having opened an office in the capital city of Bucharest in 2001.

Romania is slated to join the European Union in 2007. According to IDC Romania Branch Manager **Laurentiu Popescu**, this will have a huge impact on the country's economy and on the local IT market. "Romania will benefit from free trade within the EU and restructuring funds coming into the country, which will further contribute to market development." He also said he expects EU accession to result in a more stable investment environment, both from the legislative and economic point of view.

A number of significant events are spurring IT activity in the Romanian market — telecommunication liberalization, IT and eGovernment initiatives, expanding credit options, an increase in IT spending by the ministry of defense and slowing piracy rates.

Although the Romanian IT market remains small in comparison to many other Central and Eastern European countries, it is seeing some of the strongest growth across the region. According to IDC, the country's IT market expanded by 17.8% in 2003 with expenditures rising to US$615.50 million. Preliminary data points to continued IT market growth of 24.2% for 2004, bringing total value to more than $764.67 million.

*IDC Romania staff is made up of Events Coordinator **Anca Miclaus**, Branch Manager and Senior Research Analyst **Laurentiu Popescu** and Research Analyst **Madalin Lazarescu**.*

IDC Romania's three-person staff produces research in many of IDC's research areas, from Office Automation to Software, Services and Solutions and works closely with the regional events team in the main IDC CEMA office in Prague on the Mobility, Storage, Finance Technology and IT Security Roadshow presentations done in Bucharest.

The complete profiles for IT World Canada and IDC Romania can be found on IDG Central by clicking the "Browse Features" link on the home page.

Meet your colleague

Each week, the Meet Your Colleague feature profiles star performers throughout the company. Log on and meet them!

Henry Nguyen

Managing General Partner, IDG Ventures Vietnam

At the close of the Vietnam War in April 1975, **Henry Nguyen**'s father, a civil engineer who had been hired to manage a local USAID project, was offered a chance to move his family from their war-ravaged homeland to the Washington, D.C., suburb of Fairfax, Va. Twenty-six years later in the summer of 2001, Nguyen returned to Vietnam for what was to be a two-week study of the VoIP market for the local telephone company. The study turned into a startup, and Nguyen was asked to stay and run it. Three years later, he found himself seated next to IDG Chairman **Pat McGovern** and IDG China President & CEO **Hugo Shong** at an American Chamber of Commerce breakfast in Hanoi, where McGovern had been asked to discuss IDG's venture capital activities in China.

Several months and numerous interviews later, Nguyen was tapped to set up IDG Ventures Vietnam and serve as managing general partner of the $100 million technology fund. The company now has 12 employees split between offices in Hanoi and Ho Chi Minh City.

"The Vietnamese IT and technology market is still in its early stages of development," Nguyen explained. "Entrepreneurship is also really new. However, the people of Vietnam have a natural ability and feel for entrepreneurialism. There are many small companies and private companies in the tech sector, but many lack the kind of experience to be able to grow their companies without the assistance of partners such as IDG Ventures."

Mary Johnson

InfoWorld Regional Manager

InfoWorld Regional Manager **Mary Johnson** was recently headed for a client lunch in Portland, Ore., with Network World Regional Account Manager **Vanessa Tormey**. The client, an active advertiser, was extremely busy and hard to see in person, Johnson said. "On our way into the restaurant, my heel caught on the cuff of my pants, which sent me tumbling in a very dramatic fall. I face planted into the cement, purse and collateral splayed everywhere. As I began to recover, collecting my things, scraping the gravel off my palms and ripped pants, I learned that being six-feet tall and 6'3" in heels means you hit the ground harder – the scars on my knees prove this — and to never take myself too seriously."

What she does take seriously is educating technology marketers on how InfoWorld can help vendors achieve high-level awareness and targeted leads through the weekly magazine, its online presence, custom publishing and events. This involves prospecting for new clients, staying in tune with the competition and the latest IT market news, and client meetings. Johnson said the above-mentioned lunch was "all about catching up, discussing the client's current campaign with us and future goals. A lot of the job is relationship building vs. actual selling."

"Mary clearly has shown that her selling skills transcend print, online and events and that she is equally comfortable, and successful, in representing the right solution for her customers," said **Hal Mentlik**, InfoWorld national sales director. "She has fully embraced the concept of integrated sales and has shown that in order to achieve the level of success that she has it is imperative to understand the entire InfoWorld portfolio of sales opportunities."

Barbara Adamson

Art Director, PC World

With her job as art director for PC World **Barbara Adamson** doesn't have to sing for her supper – but she could. In 2000 she released her first jazz vocal CD, "Now Is The Time" – of which Billboard Magazine said, "Adamson's tantalizing mix of youthful exuberance and slightly world-weary charm is a winning combination and unique calling card."

Twenty-two years with PC World where she started as a freelance layout artist, Adamson has her day job to fall back on. Among her responsibilities are managing schedules and budgets, overseeing page layouts and design, and art directing many sections of the magazine. In a typical day she spends time on the phone with photographers and illustrators discussing assignments, working on budget spreadsheets, attending editorial meetings, discussing layouts with designers, handling color separations, signing off on proofs, interacting with the digital photo studio, and juggling art assignments for an often late-breaking editorial lineup. "I need to be extremely efficient at times," she said. "I also need to find quiet time to come up with ideas, which often happens in the early morning hours."

"Barbara's long and rewarding association with PC World bridges the traditional paste-up era and the current all-digital environment," said PC World Creative Director **Robert Kanes**. "In that time, she has evolved from a dedicated production designer to a supremely talented art director, with experience handling every section of the book."

Keith Shaw

Senior Editor, Product Testing

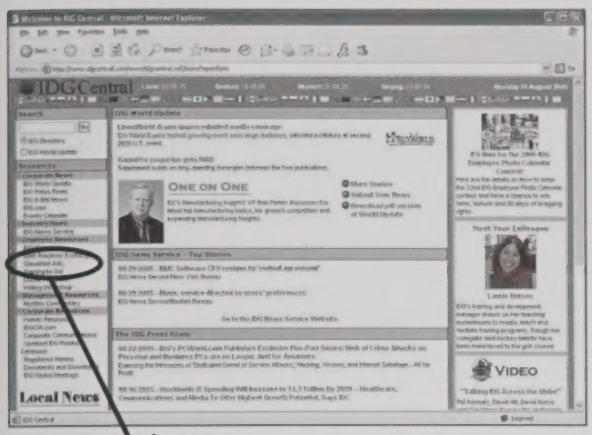
Network World's **Keith Shaw** surely has more than 24 hours in his day. Not only is he senior editor, Product Testing, he also writes the weekly Cool Tools column, the e-mail newsletters Wireless Computing Devices, HomeLAN Adventures, and DEMOletter. He is also the editor of the quarterly supplement Network Life, which focuses on home networks and the experts who help friends and family install them.

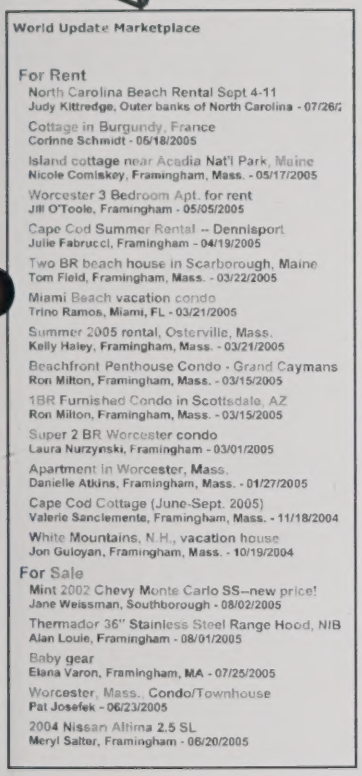
He said his primary responsibility, though, is "to coordinate and edit the best product tests in the networking industry to give Network World readers the best possible information on what products they should buy for their organizations."

"Keith is a high-energy, high-performance idea machine," said **Neal Weinberg**, Network World features editor. "He was hired as test editor but quickly expanded his role to include writing the popular Cool Tools column, creating the annual Holiday Gift Guide, and coming up with the idea for Network Life. And this year he can be seen headlining the Wireless Tech Tour for the Seminar and Events Team."

Away from his office he and his wife Melissa, Network World's online managing editor, volunteer with Engaged Encounter, which offers workshops on married life to engaged Catholic couples. He also finds time to work on Taquitos.net, a site he co-created with a friend in 2000 and calls "the crunchiest site on the InterWeb." The site has reviewed more than 2,500 snack foods, with a particular emphasis on Krispy Kreme doughnuts and Chick-Fil-A chicken nuggets. Although he plays a "shaky" outfield for the Network World softball team, he can solve a Rubik's cube and was part of the three-time champion bocce team, The Testing Terminators, in the Network World Bocce Association.

Sell your car, rent a vacation home with a classified ad on IDG Central





World Update Marketplace

For Rent

North Carolina Beach Rental Sept 4-11
Judy Kittredge, Outer banks of North Carolina - 07/26/

Cottage in Burgundy, France
Corinne Schmidt - 06/18/2005

Island cottage near Acadia Nat'l Park, Maine
Nicole Comiskey, Framingham, Mass. - 05/17/2005

Worcester 3 Bedroom Apt. for rent
Jill O'Toole, Framingham - 05/05/2005

Cape Cod Summer Rental -- Dennisport
Julie Fabrucci, Framingham - 04/19/2005

Two BR beach house in Scarborough, Maine
Tom Field, Framingham, Mass. - 03/22/2005

Miami Beach vacation condo
Trino Ramos, Miami, FL - 03/21/2005

Summer 2005 rental, Osterville, Mass.
Kelly Haley, Framingham, Mass. - 03/21/2005

Beachfront Penthouse Condo - Grand Caymans
Ron Milton, Framingham, Mass. - 03/15/2005

1BR Furnished Condo in Scottsdale, AZ
Ron Milton, Framingham, Mass. - 03/15/2005

Super 2 BR Worcester condo
Laura Nurzynski, Framingham - 03/01/2005

Apartment in Worcester, Mass.
Danielle Atkins, Framingham, Mass. - 01/27/2005

Cape Cod Cottage (June-Sept. 2005)
Valerie Sanclemente, Framingham, Mass. - 11/18/2004

White Mountains, N.H., vacation house
Jon Guloyan, Framingham, Mass. - 10/19/2004

For Sale

Mint 2002 Chevy Monte Carlo SS--new price!
Jane Weissman, Southborough - 08/02/2005

Thermador 36" Stainless Steel Range Hood, NIB
Alan Louie, Framingham - 08/01/2005

Baby gear
Elana Varon, Framingham, MA - 07/25/2005

Worcester, Mass.. Condo/Townhouse
Pat Josefek - 06/23/2005

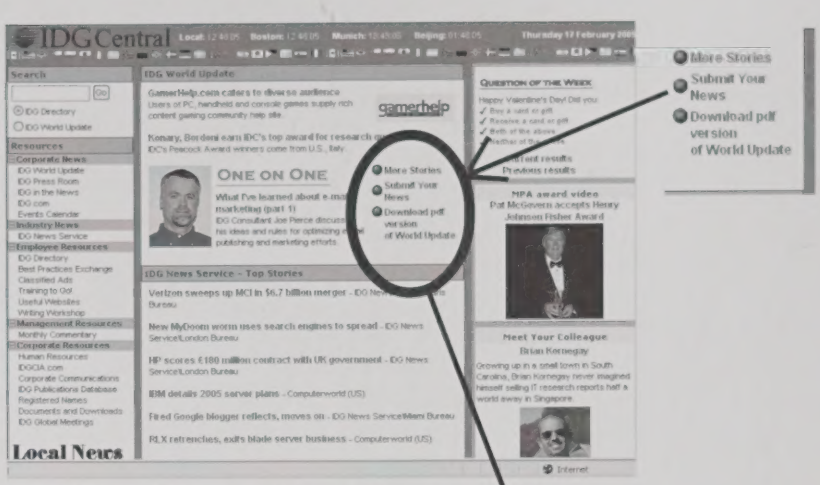
2004 Nissan Altima 2.5 SL
Meryl Salter, Framingham - 06/20/2005

Looking for a car or maybe a place to spend a week's vacation this winter? How about a two-bedroom beachfront condo on Grand Cayman or a mint condition 2002 Chevy Monte Carlo SS? Maybe you're looking for a wedding photographer or are in need of a baby stroller or a dining room table? These and much more are currently for sale or rent in the Classified Ads section on IDG Central.

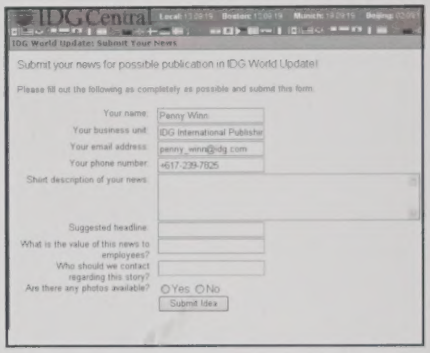
If you have goods or services you'd like to offer, there is an easy-to-use online form that allows you to submit your information and even include a photo if you'd like.

Anyone for a Miami Beach vacation condo? WU

Online form makes it easy to submit your story ideas to *IDG World Update*



By clicking on the "Submit your news" button on the home page of IDG Central, you can access an easy-to-submit form that will alert World Update editors to a potential story at your business unit.



The editors of *IDG World Update* are constantly on the lookout for story ideas from IDG's worldwide business units. To make it easier for you to alert us to news at your business unit or department, there is an easy-to-use form on the home page of IDG Central. Simply click on the "Submit your news" button and fill in the blanks as indicated. It only takes a moment, and it's a great way to get your business unit and colleagues the recognition they deserve.

Most stories included in *IDG World Update* have a business focus. New products or services, best practices, new means of generating revenue or serving readers are examples of the kinds of stories for which we are constantly on the prowl. We also welcome tips on employees who might make good candidates for a short profile. Do you work with someone who contributes significantly to the productivity of your group? Has someone in your department recently won an award, saved the company money, streamlined a process or contributed to improved morale? If so, please let us know! WU

Charity begins online

Are you participating in a local AIDS Ride or Walk or running a marathon with Team In Training and need donors to help you meet your fund-raising goal? Or do you need some extras hands to help paint a local school or clean up a childrens' park? You can place a call for donations or able bodies in the Community Service section on IDG Central. Anyone who wants to get involved and support the efforts of IDG philanthropists can go to Community Service and find out how to contribute their time, money or both.

*PC World's **Diane Hacker** recently completed the San Francisco AIDS Ride. With the support of colleagues, she raised more than $8,000.*

To submit information about an activity in which you are participating, click on the "Create Event Listing" button and fill in the resulting form with the necessary information. The information will be reviewed by the IDG World Update editors and posted to the Community Service Opportunities section of IDG Central.

If you have questions or need more information, contact the editors at world_update@idg.com.

off line for fun

Whether you're visiting IDG Central for the first time or are a regular user, try your hand at our online scavenger hunt and take a chance at winning one of three iPod Shuffles. Please send your answers via email to world_update@idg.com by Wednesday, Sept. 21. All correct entries will be entered in a random drawing and the winners will be announced in the Sept. 26 issue of World Update. If you need a login and password, use the form at www.idgcentral to requestone. Have fun and good luck!

IDG Central Scavenger Hunt

Answers to each of the following are available in various sections of IDG Central. To search back issues of World Update, you may find the search function (upper left hand corner on the homepage) useful.

1. According to Steven Gray and Barbara Lewis in the Writing Workshop, which is correct – 'baited' or 'bated' – in the following sentence? "And so we geeks have waited, with [ ] breath, only to be denied time and again."

2. In the Training To Go section you can learn about "Selling to VITO." Who (or what) is VITO?

3. According to the IDG Events listing, where is September's Modeling Forum being held?

4. The IDG Best Practices Exchange can be searched in five ways. The first two are "By Date" and "By Function." Name the other three.

5. In the "Communicating Across Cultures at IDG" video posted on the home page, list the four IDG executives featured in the video and name the first one to speak in the video.

6. Which IDG employee is a licensed pyrotechnician? (back issue of World Update)

7. IDC Japan celebrated which anniversary this year? (back issue of World Update)

8. According to his profile in the Corporate Communications section, Pat Kenealy worked for what other two publishing companies prior to joining IDG?

9. What IDC Asia Pacific employee, profiled in a past Meet Your Colleague (click Browse past IDG Central features) has dogs named Guinness, Cuervo and Jager?

10. IDG Australia's first office was over what? (past Business Unit profile)

Send your answers to world_update@idg.com by Sept. 21 to to be entered in the drawing for one of three iPod Shuffles.

Did you know...

...that, according to respondents to the Question of the Week survey on IDG Central:

- 50% of IDGers' favorite non-IDG Web sites are News-related. (Entertainment sites came in second with 38%.)
- 33% consider public recognition or increased responsibility the most important reward or motivator at work.
- 57% believe that a lack of communication is the biggest work morale buster.
- 64% believe that the world was a better place before the proliferation of cellphones.
- 40% surf the Web or get up and talk to their colleagues when they want to take a break from work.

QUESTION OF THE WEEK

How do you measure success in your life?

- ✓ Money
- ✓ Personal relationships
- ✓ Happiness of family/children
- ✓ Status in society
- ✓ Possessions

Current results
Previous results

Visit www.idgcentral.com to weigh in on this question. Results will be printed in the next issue of IDG World Update.

- 57% of employees intend to be around for their 10- or 20-year anniversary with the company.
- 56% normally eat lunch at their desk.
- 79% keep track of appointments using a print calendar (14% use a PDA).
- 29% read a blog daily.
- 86% believe using a cellphone while driving should be illegal.
- 84% would rather give up television than the Internet.
- 81% make coffee their first beverage at work in the morning.
- 67% log on to IDG Central at least once a week.

IDG World Update available as PDF file

If you would like to receive *IDG World Update* via a pdf file in your e-mail box each Monday morning, please send your request to: world_update@idg.com and incude your name, business unit and the e-mail address to which you would like the newsletter sent.

You can also download back issues of World Update as PDF files by clicking on the "Download PDF version of World Update button on the home page of IDG Central.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Price-comparison engine boosts visitors, revenue at IDG Now! site

Looking to increase traffic and revenue at its IDG Now! site, IDG Brazil added a price-comparison engine to help its readers find and compare prices on technology products. IDG Shopping is available at www.idgnow.com.br or http://shopping.idg.com.br/.

*(L-R): **Ralphe Manzoni Jr.**, executive editor online; **Paulo Amaral**, director online; and **Silvia Bassi**, IDG Brazil country manager.*

According to IDG Brazil Online Director **Paulo Amaral**, IDG Brazil partnered with Sao Paulo-based Buscapé (www.buscape.com), which operates the largest price-comparison engines in Latin America that work much like the PriceGrabber tool at PCWorld.com. IDG Brazil receives 0.10 Brazilian Real (US$ .04) per click. For the month of July, IDG Shopping net revenues were approximately US$2,500, and the tool, which is located on IDG Brazil's IDGnow! site, received 291,000 page views and had 85,000 unique viewers. (In May, IDG Shopping had 88,158 page views and 22,208 unique viewers.) Amaral said IDG Brazil is planning to launch IDG Shopping at its PC World site and possibly at the Computerworld and CIO sites.

"The tool has proved to be a reliable source of revenue and a good service for our readers," Amaral

continued on page 5

IDG Sweden launches tips publication, Web site for PC fans

Visitors can purchase individual tips from searchable database on the site

Spurred by the high sell-through of a one-time special issue on the topic as well as the success of a similar sister publication from IDG Netherlands called Tips & Trucs, the PC för Alla team at IDG Sweden has launched its own PC-Tips & Tricks. Published eight times a year with a cover price of approximately US$3.50, the magazine focuses on helping readers maximize the performance of their PCs and peripherals and features a slick layout printed on glossy stock, according to **Fredrik Agrén**, who serves as editor-in-chief for the new publication as well as PC för Alla and Zoom.

*PC Tips & Tricks Editor-in-chief **Fredrik Agrén** said he hopes to establish a community of PC hobbyists who will begin to contribute their own tips via a soon-to-be-launched tips forum.*

Most of the 150 or so tips in each issue are accompanied by easy-to-follow graphics and feature step-by-step instructions that help ensure that "anyone, regardless of prior knowledge, can accomplish each goal in the magazine," Agrén said. The premier issue included instructions for making PDF files without Acrobat using the free pdf995 software, instructions for getting rid of spam in Outlook, help with switching the default search service in Internet Explorer to Google and a how-to guide to making Excel formulas appear in color instead of black and white.

The target audience for the magazine and Web site are PC enthusiasts who enjoy tinkering with their own computers, Agrén said. "We are focusing on people who chose to work with their computers instead of watching television, reading novels or spending time on other hobbies. The computer is their main interest."

continued on page 5

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IDG Switzerland signs its biggest ad contract *page 2*

Ask the experts: home PC security *page 2*

One on one: IDG Entertainment Senior VP Francis Mao *page 3*

Energy Insights launches CIO council *page 4*

Celebratig 10: IDC's Alyson Franco *page 8*

IDG photo calendar deadline is Sept. 16 *page 8*

in brief newsworthy

IDG Switzerland signs its biggest advertising package ever

Microsoft was one of several major companies that strongly supported IDG Switzerland's launch of Developerworld (see IDG World Update, June 27), a highly technical monthly "magazine within a magazine" for software developers that launched in May as part of Computerworld Schweiz.

Developerworld
Helfer bei verteilten Anwendungen

Flueckiger

Three months later, given that Microsoft was "very happy with what we've done," Associate Publisher **Urs Flueckiger** proposed a one-year print, online and event advertising package for all three IDG Switzerland titles, including PCtipp. Microsoft agreed, and the total value of the contract — approximately US$700,000 — is the largest in the Zurich-based company's 20-year history, almost double the previous advance booking record. It represents 15% of the business unit's planned FY06 online and display revenue.

The deal is also notable because large clients in Switzerland rarely sign long-term contracts, Flueckiger said, and Microsoft had never signed a contract that large with any other Swiss publisher. "One of Microsoft's marketing representatives told me that the senior staff there was very impressed with the professional way we created Developerworld in just a few months. Their agency, Universal Media, also said they could use us as an example for their staff to understand how a publisher can work productively with both the media agency and the client," he added.

Managing Director **Gebhard Osterwalder** said the secret of Flueckiger's success is that he acts as an entrepreneur and a partner. "Urs doesn't just sell ads; his strategy is to make the customer look good in the market, which means more brand awareness, improving market share and, last but not least, return on the client's marketing investments. Urs treats every customer — not only the big customers but also smaller advertisers— as if it were his only one."

Write to urs_flueckiger@idg.ch. WU

By the numbers

Countries with the highest Internet penetration rate

Country or Region	Penetration (% population)	Population (2005 est.)
1. Sweden	73.6%	9,043,990
2. Hong Kong	69.9%	6,983,938
3. Denmark	68.7%	5,411,596
4. Norway	68.3%	4,600,644
5. U.S.	67.8%	296,208,476
6. Australia	66.4%	20,507,264
7. Netherlands	66.2%	16,316,019
8. Iceland	66.1%	294,947
9. Canada	63.8%	32,050,369
10. South Korea	63.3%	49,929,293

Source: www.internetworldstats.com

ask the experts

PC security

IDG World Update readers are invited to send questions to world_update@idg.com for an occasional Ask The Experts column. Network World Senior Telecom/Network Engineer ***Peter Hebenstreit*** *(phebenstreit@nww.com) answers the query below.*

Q What should I do to keep my home PC secure?

ERIC CORMIER
Hebenstreit

A Securing a PC from all forms of attacks and intruders can be a daunting task. There are a few easy steps every end user can take in order to secure a computer against the most common threats.

One vitally important step is to have an anti-virus application installed, running and kept up to date. A couple common examples are McAfee, Symantec, and Sophos. Your anti-virus application should have current anti-virus definitions and be set up to automatically receive updates from their respective update services. Most applications can be configured to check for updates as frequently as you wish. If the definitions are not up to date, the application is close to useless against the evolution of viruses and their variants that show up on a daily basis.

Some anti-virus applications now include anti-spam modules, but the best way to not receive spam is to stop publishing or submitting your e-mail address. Each time you register for a service, newsletter, or purchase, your e-mail address is stored in a database that is often resold to e-mail marketers. My advice is to set up a free e-mail account that you use for the solely when a Web site requests your e-mail address for the purpose of validating your identity. Check it from time to time, which will ensure that the mail provider doesn't cancel your account. This will drastically reduce the amount of e-mail your personal e-mail address receives from marketers and other spammers.

If you already receive a great deal of spam, do not try to get taken off their lists by following the so-called Unsubscribe links, simply delete the mail. Trying to get off someone's list by unsubscribing is just as harmful, if not more so, than inadvertently signing up for it in the first place. Once you have legitimized your e-mail address, you can expect the sale of your e-mail address to increase. To control your current onslaught of spam there are a variety of applications you can chose from, ranging from desktop applications to service providers, that will filter your e-mail for you. A quick Web search for 'spam filters' will provide you with a large list of these applications.

Stopping intrusions is also very important. Intrusions can be stopped by software as well as hardware. A basic router connected to your broadband connection will stop most any attack from ever reaching your computer right out of the box; it can also block some viruses that are not spread via e-mail. A more advanced router is called a firewall, which is simply a router that has more complex rules as to how access is granted to your network. Firewalls can be configured to allow more advanced client communications. However, for home use, a router will be sufficient. If you cannot afford a router — which can cost you less than $100 — then you can rely on a software solution, either the built-in Windows XP firewall or a third-party application that may cost you just as much or more than a hardware solution. Although software solutions can be configured adequately, they still rely on your computer to do the work of filtering the communications rather than keeping the intrusion attempts from ever reaching your PC. Hackers and viruses often scan for resources that are left vulnerable on your computer through what are called ports. A port is a gateway to a resource or application on your computer. These ports can be exploited by hackers to gain control of your system for harm, theft or gratification. Blocking access to these ports will prevent a breach in security.

For more tips, go to the portal site www.networksecurity.com. WU

one on one the interview

Francis Mao
The SVP/Editorial and Creative Services of IDG Entertainment in Oakland, Calif., is this week's guest columnist. Reach him at fmao@gamepro.com.

What does a creative director do?

I'm responsible for the quality as well as productivity of the editorial, design and production departments for all IDG Entertainment print products (GamePro, Star Wars Insider, Code Vault, Annual Industry White Paper, and custom publishing), as well as corporate media kits, circulation promotions, and custom advertorials. I manage the flow of content between our online and print properties. I work hands-on in new business development for both print and online opportunities. In the coming year, I will also be developing new streams of revenue including licensing our brands, as well as launching an industry event with IDG World Expo.

See this article on IDG Central for more details about IDGE's online activities and its Star Wars projects.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

Q Gaming publications is such a niche market. How do you find good writers and editors?

A The video game industry and category has grown up the past 10 years and become part of the mainstream. Where it was once difficult to find skilled, educated writers and journalists who could write compelling video game editorial, that's not the case anymore. However, the key is to find people who are both up-to-speed with the rapidly changing landscape of modern gaming and have a considerable wealth of knowledge of the history of video gaming in order to put things in perspective. It's relatively easy to write about all the great new features of a new game or game system — it's always going to be bigger and better. However, can you gauge whether or not this game is 'fun' in comparison to all the other games that have come before it to make an educated buying recommendation to the readers?

Q Has your audience shifted over the years?

A I've been with IDG since 1990, and I believe our audience has matured, as well as become more sophisticated in both their technological skills as well as desire for information. Even children these days are more tech-savvy in terms of using the Internet and having access to more information and forms of entertainment than their counterparts just 10 years ago. However, I do not believe that the fundamental basis of good content will ever change. So long as we produce a product that entertains, informs, engages and stimulates our audience (in whatever format), we will be successful.

Q What sort of synergies exist between your print publications and your online products?

A There is a constant interaction between online and print within all our properties. A hot news item online can be developed into an in-depth feature in print such as the recent "Hot Coffee" scandal with Grand Theft Auto: San Andreas. Dozens of articles in print have callouts to go back online and hit any of our online network sites for additional information beyond what's on the printed page. Reader comments to online stories are used to gauge what are relevant topics for the next issue of GamePro.

We recently initiated a cross-platform editorial partnership between IDG Entertainment (online and print) and G4TV (broadcast cable television). One of our Games.net "Net Ten" features will be expanded in GamePro magazine, which then directs readers to vote for their own Top 10 choices on G4TV's Web site to decide the subject matter for an upcoming episode of their top-ten show, "Filter." G4TV will film IDG Entertainment editors' comments on their audience's top selections. The "Filter" episode will be co-branded with Games.net and GamePro and will direct viewers to return to Games.net to watch video clips as well as comment on that episode. So one editorial subject will appear in multiple formats (online, print, and broadcast) over a period of three consecutive months, each phase interacting directly with the audience. There's never been anything like it.

Q How is your editorial team structured? Do you have separate print/online writers?

A We have a core group of editors that creates content — late-breaking news, new product previews, in-depth reviews, or captivating features — which is input into our online database. That content is first used in our online properties so it will be as timely as possible. Once a month, a team of dedicated print editors collates the best editorial assets from that month to be repurposed for the next issue of GamePro magazine. In addition, the print editors will also create feature-oriented content that will deliver a unique perspective separate from and/or expanded upon what had previously appeared online. We recognize that online and print content are two completely different reading experiences that can coexist, complementing and supplementing each other to create a complete, expanded editorial experience for our audience.

Q Is IDGE considering moving into events? If so, what and how?

A IDG Entertainment has produced an annual Industry White Paper analyzing the trends and development of the digital entertainment industry as well as presenting data and research to reflect past history and gauge future growth. Each year we interview the top executives of all the major hardware and software publishers, as well as key developers, retail heavyweights, and industry analysts in candid, in-depth discussions, not only about their respective areas but what are the key issues facing the industry and where they think it's headed. No other report features such an in-depth cross-section of all the key players in our industry. Next year, in conjunction with IDG World Expo, we plan to create a top-level executive summit featuring the major findings of our 2006 Industry White Paper. Our company is no stranger to events, having started the Electronic Entertainment Expo 10 years ago. WU

Energy Insights launches Energy Executive Council

Energy Insights' mission

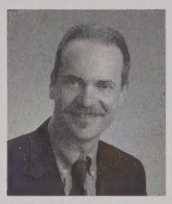
Energy Insights launched this past January to provide energy industry executives with research-based advisory and consulting services. The Framingham, Mass.-based company enables clients to make more informed technology decisions, maximize the business value of their technology investments, minimize technology risk through accurate planning and benchmark themselves against industry peers.

IDC's other Insights companies focus on life sciences, manufacturing, and financial services; a health industry company will launch in the next few weeks.

Energy Insights became the first of IDC's four Insights companies to create a professional organization for its industry's CIOs and business executives, holding the first meeting of the Energy Executive Council in Denver on Aug. 8.

The council will focus on the intersection of business process and technology to help members initiate change within their organizations and in the energy industry as a whole. Members will work with Energy Insights analysts to develop a research agenda, access specialized research and learn from their peers about what's working — and not working — within their organizations.

"We know that our target membership has a variety of executive forums they can join, most of which are aimed at CIOs across all industries," said VP/Energy Insights **Rick Nicholson**. "Our members have said that our industry-specific focus and our balance of business and technology was the key differentiator when they considered all their options."



Nicholson

Feblowicz

James

Whelan

Four IDC employees staff the Energy Executive Council.

The nine charter companies that have already signed on include major energy firms such as American Electric Power, National Grid USA and Xcel Energy, as well as industry trade groups such as the American Gas Association and the Edison Electric Institute. In addition to Nicholson, employees supporting the council are Energy Insights Director/Energy Wholesale Strategies **Jill Feblowitz**; **Shellie James**, who serves as executive director and also is the director of marketing programs for the Health Industry, Manufacturing, and Life Science Insights companies; and IDC Group Vice President **Meredith Whelan**.

"The energy industry is a relatively small and homogenous community," James noted. "Given that our analysts already know the majority of CIOs in the industry, it was relatively easy for them to propose organizing a council within the first year of launching this group." Eventually each of the Insights groups will have its own council, she said. The executive council model began with CIO magazine last year and has been extended to CIO titles in Australia and Canada as well as CMO magazine

Following the brainstorming session at the council's first meeting, which coincidentally was the same day U.S. President Bush signed a major energy bill into law, the Energy Insights team has embarked on several projects. The team is analyzing the law — a 1,700-page document — to examine how a number of provisions will impact IT investments. The group is also expanding its profiles of member companies to include more detail on technologies and vendors so that members can see who else operates in similar work environments.

For now, council members are communicating via phone and e-mail, but James said plans are in the works to create a Web site so members can easily access research, post questions and share material.

The council will meet quarterly to review the research agenda and propose new topics; the next meeting will be held in Austin, Texas, in November.

Write to Shellie James at sjames@idc.com. WU

Coming up

CMO Perspectives: Making the Right Connections
Sept. 18-20
Colorado Springs, Colo.
www.cmomagazine.com/conferences/home.html?ID=241

IDC Security Forum East:
Sept. 19
New York City
www.idc.com/securityeast05

Showcase Ontario 2005
Presented by IT World Canada
Sept 19-21
Toronto, Ontario
www.showcaseontario.com/2005/index.cfm

DEMOfall2005
Sept. 19-21
Huntington Beach, Calif.
www.demo.com

IDC-Kahn Compliance in Information Management Forum East
Sept. 20
New York City
www.idc.com/kahnconsulting/compliance05

IDC Mobile Enterprise Forum
Sept. 21
New York City
www.idc.com/mobile-enterprise05

IDG

Sept 12, 2005

Editorial Assistant (CXO)

CXO Media Inc. is looking for an editorial assistant to help support the editorial team. This position will provide the right candidate an opportunity to learn all aspects of the editorial operations of a magazine. Duties include general support to the editorial department, fact checking, entering text changes in QuarkXpress files, occasional research for writers and editors, and fielding questions from readers and PR reps. Opportunity to write short items as well. Candidate must be able to juggle multiple deadlines, be detail-oriented, flexible and a team player, with the ability to work independently. Good communication skills a must. Knowledge of QuarkXpress, Quark CopyDesk, Lotus Notes, Microsoft Word and online technologies is helpful. Please include a cover letter with resume.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

VP of Business Development, CIO Executive Council (CXO)

CXO Media is seeking a seasoned VP of Business Development for the CIO Executive Council, a subscription-based membership organization for CIOs launched in April 2004 with over 250 members worldwide. The ideal candidate will possess 10+ years of sales management experience and experience selling directly to C-level IT executives. Reporting to the General Manager, this position will be responsible for managing a US-based sales team and creating an atmosphere of incentives, accountability and success. Candidates must have insight into the current concerns of a CIO and have experience managing a high-performing sales team with a proven track record of taking a growing organization to the next level. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Director, Energy Retail Strategies (EI)

Energy Insights, an IDC company, is seeking a Program Director to lead the Energy Retail Strategies product family. The Program Director will have responsibility for research and advisory services covering business processes and technology relating to customer care, billing, metering, demand response and other related business areas in the energy industry. The individual will be responsible for coordinating the research agenda with other Energy Insights analysts as well as other analysts throughout IDC. Responsibilities: The individual will be required to deliver compelling research projects, high levels of customer interaction, and grow the practice with both the demand (end user) and supply (vendor) side of technology markets. The Program Director will have primary responsibility for the newly launched Energy Retail Strategies research program and must be a contributor to other programs such as the Energy Executive Council. In overseeing the energy retail strategies program, the Program Director will serve as a main point of contact with the sales force for product education and pricing guidance. The individual will have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. As this is a new product, the Program Director will be responsible for developing and maintaining new processes associated with the gathering of primary and secondary information to support the product. The data will be gathered from a number of different sources and used by multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. Skills and Experience: The ideal candidate will hold a bachelors degree, preferably masters degree with 10+ years practical experience in the energy industry and/or with a firm that provides market research, advisory or consulting services to the energy industry. Additionally, the following skills and attributes are desired: Ability to design and implement new processes; Strong project management skills with a constant eye on detail; Ability to provide actionable advice to executive level management; Strong collaboration skills; Strong presentation skills; Strong modeling skills; Strong business development skills; Comfort working in a fast-paced, ever-changing environment; Creative problem solving. ***Location: Framingham MA or Denver CO***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Analyst, Energy Insights (EI)

Energy Insights, an IDC company, is seeking a research analyst to cover various aspects of information technology in the energy industry. The analyst will contribute to a number of Energy Insights research and advisory programs including the Energy Executive Council and the Industry IT Spending Guides. The analyst will be part of a team providing research-based advisory and consulting services to energy companies and energy technology vendors. Responsibilities include conducting and synthesizing research, writing and publishing research reports, handling client inquiries, ROI and related financial analysis, benchmarking, and related research activities. Client interaction including responding to inquiries and participating in briefings is an integral part of the analyst role. Clients include business and IT executives within the energy industry as will as marketing and product management executives within IT vendors. The research analyst will also work closely with the Insights sales and marketing groups to promote Energy Insights offerings, as well as participate in consulting projects, industry events, press inquiries and speaking engagements. The ideal candidate has 2-3 years practical work experience in the energy industry with strong analytical and business development skills. Candidates must demonstrate exceptional written and verbal communications, as well as advanced Word, PowerPoint and Excel-based modeling skills. Background and/or experience in statistical and financial analysis is a plus. Bachelor's degree required, MBA, or other advanced degree strongly desired. Some travel will be required. ***Location: Framingham, MA or Denver, CO***
Contact: S. Brown, Fax: 508-9353-4432, Email: idc_jobs@idc.com

Senior Account Executive (IDC)

IDC's Industry Sales Group is seeking a Sr. Account Executive who will focus on selling IDC's research products to industry vendor clients. This position will report to the Vice President, Major Industry Accounts. As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The Sr. Account Executive's primary responsibility will be selling multi-client studies, conference sponsorships, consulting as well as other IDC products and services, to several of our top Major account. Additionally, this person will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. The quota goals for this position will be obtained from existing clients. Requirements for the position include 4-7 years of quota-carrying outside sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be someone who is "hungry" and willing to network/prospect throughout current accounts. The successful person will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. Familiarity with the Computer industry is a strong plus. A Bachelor's Degree (or equivalent) is required. This position may be based out of IDC's Framingham office and will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Manager (PCW)

The Senior Account Manager for the Greater NY/NJ Metro Area territory will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World's print edition and will work closely with our online team on integrated deals. S/he must have or develop a thorough understanding of the tech, PC, and CE markets and PC World's position and value in those markets. Qualified candidates will have prior experience selling print and integrated media deals for a major computer, business or CE publication; contacts in the computer industry; and a proven sales track record. The ideal candidate will have strong presentation and negotiation skills and at least five years of print and/or integrated media ad sales experience. ***Location: Paramus, NJ***
Contact: K. Coldwell, Email: jobopps@idg.com

Price-comparison engine

continued from page 1

said. "It was an untapped revenue stream, and we're happy to count on it to diversify our revenue sources."

Amaral said the tool's target audience is "the regular end user who reads articles at our sites and wants to compare prices about a given hardware or software package, mobile phone, MP3 player, etc." He noted that IDG Brazil has had calls from local CIOs wanting details on the search engine "because they found better prices at IDG Shopping than they're used to paying to their regular suppliers. It's interesting to see that the Buscapé engine is performing better at IDG than at some of the largest Brazilian portals. We think that's due to the fact that we are focused on a vertical market niche."

IDG Now! is Brazil's largest technology news Web site, according to Ibope/NetRatings. Amaral said its main competitor is the InfoExame site, owned by the local publishing firm Editora Abril. "We're also envisioning C|NET will be a competitor since their traffic is rising in Brazil," he said. "The main advantage for us is that we count on IDG News Service news to be translated into Portuguese so that we're faster to get news at our local sites. Also, it's been fabulous to count on the help from our peers in the U.S. to learn from their best practices." Amaral said he has been talking to the Bio-IT World, PC World and CIO online teams, whom he met at May's Online Meeting in Boston, about their experiences on how to develop online publishing tools, ways to implement joint e-commerce operations. "Their help is key for us to move forward in Brazil."

"The main advantage for us is that we count on IDG News Service news to be translated into Portuguese so that we're faster to get news at our local sites. Also, it's been fabulous to count on the help from our peers in the U.S. to learn from their best practices."
— Paulo Amaral

Since June, IDG Brazil has also been testing initiatives with local Amazon.com-like sites such as Submarino and Americanas.com to see if it's a good idea to actually sell products to the IDG Brazil audience. The online team is also working on integrating IDG Shopping with the product reviews produced by PC World Brazil. "We will be testing several new initiatives in the months to come," Amaral said.

For more information contact Paulo Amaral at pamaral@idg.com.br. WU

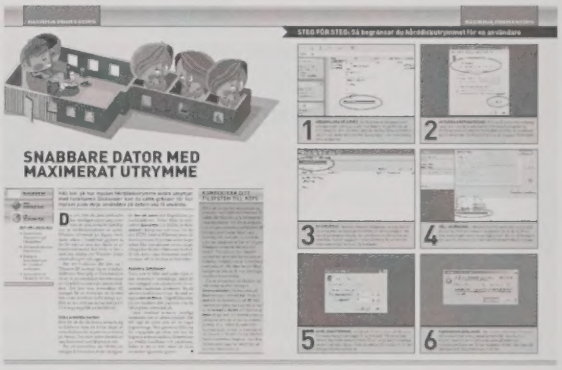
PC-Tips & Tricks

continued from page 1

Among the tips included in the premiere issue of PC-Tips & Tricks are these explaining how to switch Internet Explorer's default search service to Google and (at right) how to divide a PC's hard drive into different sections to let each family member have their "own" hard drive.

A Web site – http://pctips.idg.se – launched simultaneously with the magazine contains each tip as an individual PDF stored in a fully searchable database. To download the tips, readers must set up an account and purchase "clip cards" in increments of 25 (US$20) or 100 ($40) that allow them to retrieve the PDF files.

Agrén, who relies on freelancers to provide many of the tips in the magazine, said he is hoping to attract both magazine readers and new visitors to the site. "We're hoping to establish a sort of community of PC hobbyists who will themselves begin to contribute their own tips via our soon-to-be-launched tips forum. In the meantime we use the PC för Alla's support forum as a place to discuss solutions and help others in need."



Agrén said advertiser support is still building but he is hoping to attract resellers of hardware and software solutions. Circulation is being built by offering packages of two or more IDG Sweden titles in combination with PC-Tips & Tricks. The next issue is due out Sept. 27.

For more information, contact Fredrik Agrén at fredrik.agren@idg.se. WU

noteworthy people

Promotions

MICHELE NELSON
Huseby

IDG Entertainment VP, Online Sales **Bob Huseby** has been promoted to VP, Sales and will develop an integrated print and online sales team. Northwest Online Sales Manager **Emily-Jane Throckmorton** is now online sales director, directing ad sales for the five sites in the IDGE Online Network; she will also help spearhead integrated media sales efforts on the digital side. "Bob and Emily-Jane's promotions are critical in guiding our sales efforts in a changing era of entertainment media," said IDGE President **Dan Orum**. "Leveraging our valuable properties in print and online is crucial to our advertisers, and we couldn't ask for a more capable team to deliver results." *ethrockmorton@idg-entertainment.com, rhuseby@idg-entertainment.com*

MICHELE NELSON
Throckmorton

New employees

PETER SHORT
DuBois

Laura DuBois joins IDC Framingham as research director, Storage Software. Her previous work experience includes product management, engineering and marketing positions at Permabit, Hitachi Data Systems StorageNetworks, and EMC. She holds a B.F.A. from Syracuse (N.Y.) University and an M.A in business administration from Boston College. Outside of work she enjoys traveling, history and a variety of sports. *ldubois@idc.com*

Melinda-Carol Ballou is IDC Framingham's new program director for Application Life Cycle Management, coming from her roles as principal with Ballou IT Strategies and before that 11 years at META Group where she was senior program director. She holds a B.A. in philosophy and music from Williams College in Williamstown, Mass., a B.M. in viola performance from Hochschule Mozarteum in Salzburg, Austria and an M.A. in professional writing. Her interests include chamber music co-directing youth musicals and theater, organizing inter-generational string orchestras and building sand castles. She recently wrote the tools selection chapter of "IT Portfolio Management: Step-by-Step," which was published this April. *mballou@idc.com*

PETER SHORT
Ballou

A recent graduate of Fairfield (Conn.) University with a B.A. in communications, **Elizabeth Curtis** joins IDC Framingham as an inquiry analyst. Away from the office she enjoys spending time with friends, reading and working out. *ecurtis@idc.com*

PETER SHORT
Curtis

While continuing to work as an attorney in the areas of immigration, tort and bankruptcy, **Rose Ryan** joins IDC Framingham where she will assist with reports on secure content management, spyware and security compliance. She holds a B.A. in political science and international relations from the University of Massachusetts/Boston and a J.D. with a specialization in business law from Suffolk University Law School. She enjoys river kayaking, red wine and chocolate and hopes to use her law degree to work in the field of compliance, combining the aspects of analyst and lawyer. *rryan@idc.com*

PETER SHORT
Ryan

Richard Kazarian is IDG World Expo's new VP, sales, coming from Questex Media where he was group sales director. A graduate of Westfield (Mass.) State College, he holds a B.S. in business. *richard_kazarian@idg.com*

John DeJulio is IDG Entertainment's new desktop support specialist. He was previously a technical support specialist with Galgon Industries, Inc. and enjoys baseball, video games and music. *jdejulio@gamepro.com*

MICHELE NELSON
DeJulio

Delia Heng joins IDC Singapore as a market analyst for the Peripherals group. She was previously a research executive in client services for Millward Brown; before that she worked at AC Nielsen Research as a product champion for Singapore Media. She holds a degree in business from the National University of Singapore and enjoys blading, tennis, swimming and reading. *dheng@idc.com*

Previously a sales VP with Conquest Business Media, **Andy Kerr** joins CXO Media as a senior program manager. He holds a B.A. with honors in business studies from Scotland's Stirling University and taught economics and U.S. politics at England's 500-year-old Felsted School. A rugby player, cyclist and skier, he is also a new father – "If pride is a sin, guilty as charged!" *akerr@cxo.com*

Regional Sales Manager **Kent Wu** comes to Macworld from his position at Fawcette Publications where he was national sales manager. A graduate of San Francisco State University, he holds a B.S. in marketing. Outside of the office he enjoys running and billiards. *kwu@macworld.com*

IDG WORLD UPDATE
Wu

Application Developer **Kathleen Hobin** comes to IDG Central Services in Framingham from Ansin Technology Group where she held a similar title. She holds a B.S. in occupational therapy from Boston University and enjoys reading, music and following the Boston Red Sox. *kathleen_hobin@idg.com*

Inquiry Analyst **John Grady** comes to IDC Framingham Access Group from his role as account executive with Conversent Communications. A graduate of Providence (R.I.) College he holds a B.A. in history and enjoys sports. *jgrady@idc.com*

PETER SHO
Grady

Returning employees

A senior Web producer for ITWorld.com, which was spun off as Accela Communications, **Dawn Petersen** returns to IDG as a production designer for Computerworld.com. A "huge bibliophile," she holds a B.A. in English from the University of Wisconsin and does volunteer work for Mass Equality and Great Dog Rescue NE. She is currently gutting and remodeling her 1920s house. *dawn_petersen@computerworld.com*

BILL RIGBY
Petersen

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
John Gallant *Network World*

21
Cheryl Crivello *Network World*
Maureen Mottonen *IDC Canada*

20
Gebhard Osterwalder *IDG Switzerland*

19
Sylvie Mrabet-Neuhoff *IDG France*

18
Gary J. Beach *CXO Media*
Kevin Greene *PC World*
Ágnes Radnóti *IDG Hungary*

17
Lars Østermann *IDG Denmark*

16
Tina Ölschläger *IDG Germany*
Debra Bernardi *IDC*
Éva Szegvári *IDG Hungary*

15
Margarita Chiango *CXO Media*
George Bulat *IDC Canada*
Thomas Roos *IDG Sweden*

14
Sabrina Chummun *IDG France*
Olivier Descamps *IDG France*
Kateline Renaudin *IDG France*
Maria Grazia Tripodi *IDG Italy*
Bill Bernardi *IDC*

13
Joyce Gillis *CXO Media*
Hermann Apfelböck *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Michael Schweizer *IDG Germany*

12
Cheryl Talamini *IDG*
Maryse Gros *IDG France*
Urszula Imbirska *IDG Poland*

11
Kathryn Marston *CXO Media*
Ruzena Holikova *IDG Czech*
Michal Kreczmar *IDG Poland*

10
Frank Hayes *Computerworld*
Dan Miller *Mac Publishing*
Gabriele Hurle *IDG Germany*
Aldona Rekawek *IDG Poland*

9
D.H. Oh *IDC Korea*
Kumi Shingyouchi *IDC Japan*
Jun Miyamoto *IDC Japan*
Matthew Hamblen *Computerworld*
Dan Orum *IDG Entertainment*
Betty Amaro-White *Network World*
Eric Verweij *IDG Netherlands*
Erwin van Faassen *IDG Netherlands*
Jean-François Macanda *IDG France*
Peter Holmgren *IDG Sweden*
Genki Uchida *IDG Japan*
James Walker *IDG U.K.*

8
Todd Datz *CXO Media*
Teresa Haas *CXO Media*
April O'Connor *Computerworld*
Margit Enthaler *IDG Germany*
Thomas Rau *IDG Germany*
Jason Kelley *Connell Communications*
Sándor Csórián *IDG Hungary*
Árpád Palotai *IDG Hungary*
Marianne Kolding *IDC U.K.*
Jerry van Ommeren *IDC Benelux*
Andrej Garwolinski *IDG Poland*
Motoko Yamabe *IDG Japan*

7
Sujay Bhattacharya *IDC Singapore*
Luis Ibarra *PC World*
Cord Möller *IDG Germany*
Bianca Aumeyer *IDG Germany*
Joel Peteul *IDG France*
Catarina Källström *IDG Sweden*
Lotta Oldmark *IDG Sweden*
Elzbieta Jezierska *IDG Poland*
Marzena Przezdziecka *IDG Poland*
Margareta Wojakowska *IDG Poland*
Katsutaka Ishibashi *IDG Japan*
J.O.S. Svendsen *IDG Denmark*

6
Bryan Ma *IDC Singapore*
Sandie Breese *IDC Australia*
Kelly Lunsford *Mac Publishing*
Charles Purdy *Mac Publishing*
Richard Coppola *IDG Germany*
Verena Loske *IDG Germany*
Katrin Elsler *IDG Germany*
Frank Maier *IDG Germany*
Imre Egri *IDG Hungary*
Christine Liber *IDG France*
Pierre Senard *IDG France*
Malgorzata Majer *IDG Poland*
Naoki Morimoto *IDG Japan*
Torben Daarbak *IDG Denmark*

5
Philip Hassey *IDC Australia*
Lian Feng Wu *IDC China*
Yi Feng Song *IDC China*
Timothy Johnson *Computerworld*
Alissa Mathison *InfoWorld*
Jennifer Orr *Mac Publishing*
Susan Nunes *IDG Entertainment*
Ulrike Goressen *IDG Germany*
Uwe Küll *IDG Germany*
Heide Kuhlmann *IDG Germany*
Magdalena Lerch *IDG Germany*
Annie Weissenberger *IDG Germany*
Michael Mullaney *IDG Global Solutions EMEA*
Fiona Rotherham *IDG New Zealand*
Stephanie Gutierrez *Network World*
Petra Seitzova *IDG Czech*
Tan Ee Sze *IDG Singapore*
Jane Li *IDG China*
György Dragon *IDG Hungary*
Ray Hoskins *IDC U.K.*
Eric Boissier *IDG France*
Jean Royne *IDG France*
Joakim Bergström *IDG Sweden*
Fredrik Johansson *IDG Sweden*
Nicklas Sjögren *IDG Sweden*
Magdalena Sobkowicz *IDG Poland*
Agnieszka Adaszewska *IDG Poland*
Krystyna Kmiecinska *IDG Poland*
Zoltán Komáromi *IDC Hungary*
Balbina Hossmann *IDG Switzerland*
Yoriko Yamaguchi *IDG Japan*
Masato Tateno *IDG Japan*
Kaoru Harikae *IDG Japan*
John Steward *IDG U.K.*
Astrid Sloth Thusgaard *IDG Denmark*
Franco Forte *IDG Italy*

4
Melissa Chang *IDC Malaysia*
Julia Huber *IDG Germany*
Daniel Visarius *IDG Germany*
Jenny Lv *IDG China*
Gergely Herpai *IDG Hungary*
Ágnes Sipos *IDG Hungary*
Khalid Irshad *IDC U.K.*
Jeroen Doorn *IDG Netherlands*
Menno Ziemer *IDG Netherlands*
Olivier Cohen *IDC France*
Patrik Enell *IDG Sweden*
Daniel Ciunkiewicz *IDG Poland*
Claudia Bardola *IDG Switzerland*
Hiroshi Maruchi *IDG Japan*
Andy Martin *IDG U.K.*

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Ralph Troll *IDG Germany*
Kerstin Krockauer *IDG Germany*
Simona Marella *IDG Germany*
Henry Ernst *IDG Germany*
Viktor Fülöp *IDG Hungary*
Szabolcs Tószegi *IDG Hungary*
Suvi Markunsalo *IDC U.K.*
Simone van der Kooij *IDC U.K.*
Tanja Klees *IDG Netherlands*
Rick van Dijk *IDG Netherlands*
Lawrence Surtees *IDC Canada*
Ida Hasselrot *IDG Sweden*
Robert Jesionek *IDG Poland*
Reiko Sato *IDG Japan*
Roberto Gois *IDC Brazil*

2
Christina Lee *IDC Hong Kong*
Srividya Krathik *IDC Hong Kong*
Mihoo Kim *IDC Korea*
Jill Terry *InfoWorld*
Akitomo Sugawara *IDG Entertainment*
Michael Graf *IDG Germany*
Andreas Dankesreiter *IDG Germany*
Jean-Paul Imhoff *IDG Germany*
Zoltán Madarász *IDG Hungary*
Marjolein Valk *IDG Netherlands*
Paulo Rezende *IDG Brazil*
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Joquim Menezes *IT World Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Alyson Frasco

Home
Watertown, Mass.

Joined IDC
September 1992 as an intern.

Career path
Intern, Associate Research Analyst, Research Analyst, Senior Research Analyst, Research Manager, Director

Current title
Director, Worldwide Hardcopy Peripherals Trackers & Forecasts

What's kept you at IDG for 10 years?
I find my job is always full of new challenges and offers many opportunities for learning new things. I work with a great group of people!

Interests outside the office
Teaching my kids new things, reading, fishing, going for long drives and discovering new places.

Family
My husband Edgar and I have a son Antonio, 2 1/2, and a daughter Francesca, 4 months.

What's your favorite thing on your desk?
Pictures of my kids.

Fantasy job
Teaching algebra to non-honors level kids.

What is the last good deed you did?
Helped a friend's children with their homework.

As a child, what did you want to be when you grew up?
Biologist or teacher.

First job?
Worked at a cancer research lab separating DNA.

Your idea of a perfect day alone?
Fishing and/or reading by a lake.

***Alyson Frasco** joine IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to IDC.*

What book is on your nightstand?
"Fire Sale – A V.I. Warshawski Novel" by Sara Paretsky

If you won the lottery tomorrow, you would
Put money away for the kids' college, pay off my mortgage, and buy a vacation home on a lake.

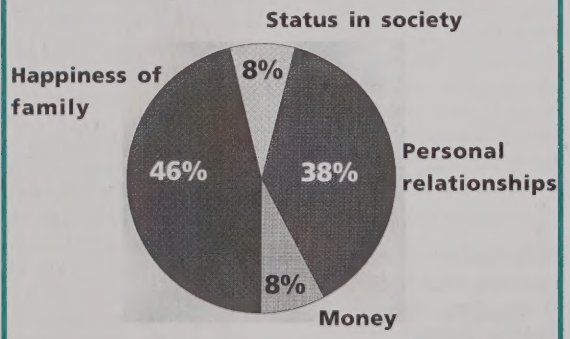
Manager's profile
"Alyson began working for me as an intern, and she has developed into her current role as a director with fine accomplishments along the way. These include a major role in integrating incompatible regional printer and MFP trackers into the industry's premier worldwide hardcopy peripherals tracker and currently playing a key role in extending that model to a U.S. photo printer tracker. She is excellent at complex quantitative projects, resulting in her winning an award for consulting bookings. I continue to enjoy brainstorming with her on strategic challenges, for her insights and fresh perspective."
— Angele Boyd, Group VP, Imaging/Output & SMB Practices

Last call for photos for the 2006 Employee Photo Calendar contest!

Friday, Sept. 16 is the last day that photos can be accepted in this year's contest. You may send up to two color or black-and-white photos or digital images. Digital photos must be high resolution (at least 240 dpi). Send photos to: IDG World Update, 3 Post Office Square, Boston, MA 02109; e-mail digital images to: world_update@idg.com. Complete contest rules are available online at www.idgcentral.com.

All employees are invited to log on to IDG Central beginning Monday, Sept. 26 to vote for the photos they would like to see appear in the calendar. Voting will be open for two weeks.

IDG Central Question of the Week: How do you measure success?



Log on to www.idgcentral to weigh in on this week's question: How would you rate the U.S. government response to Hurricane Katrina?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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New Zealand title builds student interest in IT *page 4*

Free passes to IDG World Expo's robotics event *page 6*

IDC Latin America's Daniel Cardamone delivers supplies to Hurricane Katrina survivors *page 8*

Clients find a custom-designed home with IDG Partners

Network World's experience helps drive creation of microsite platform

As a way to draw bigger accounts to IDG and keep them, Network World this summer launched IDG Partners (www.idgpartners.com), a custom-designed, online microsite platform for clients to broadcast their news, products and education campaigns.

"IDG Partners is designed to be a collaborative effort among the IDG's sites," said Network World VP, Online **Kevin Normandeau**, adding that until recently NWWFusion Partners had offered similar client services, "but that did not really say 'IDG.'" While Network World is currently in charge of building, maintaining and reporting on IDG Partners (IDGP), other IDG business units will soon be sharing the work and staff load.

According to Network World COO **Mike Draper**, leading IDG Communications clients can come to IDGP with a challenge or a problem they need solved, such as product branding or customer education or lead generation, and what their success criteria are. The IDGP sales and client services teams then brainstorm a multi-faceted solution, often one that it is an integrated pan-IDG buy consisting of a microsite at IDGPartners.com that includes product reports, white papers, Webcasts, news stories from IDG publications and the IDG News Service and occasionally IDC research.

ERIC CORMIER

*Network World VP, Online **Kevin Normandeau** (left) and COO **Mike Draper** played key roles in developing the IDG Partners online platform.*

"It's the equivalent of buying a nice suit," Draper said. "You can get one off the rack or go to a fine tailor and have him make it for you. This is a tai-

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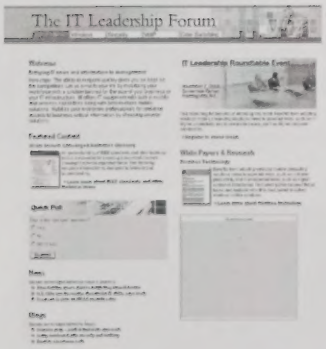
IGS signs record-breaking global contract with 3Com

Teams with CW, IDC for nine-month print, online and event program



Still in development under the direction of Computerworld's online team in Framingham, Mass., the IT Leadership Forum site will launch Oct. 1.

Proving once again the power of inter-business unit cooperation, IDG Global Solutions (IGS) recently landed its biggest integrated marketing program ever: a $1.5 million deal with 3Com. The Enterprise Leadership Program will launch in October supported by the Interactive team from Computerworld U.S. and the IDC EMEA (Europe, Middle East and Africa) Conference & Events Group.

According to IGS EMEA Director, Client Services Group **Justin Khaksar**, 3Com approached IGS in June to explore ways to better position the company as an enterprise leader. Khaksar and IGS International Sales Manager **Lisa Parker** went to work on a multifaceted program that encompassed print inserts with a "call to action" directing people to an online platform for more information as well as an event component.

"Originally 3Com envisioned this to be a European-only opportunity," Khaksar said. "But when we did the presentation, 3Com said our ideas were the best their team had seen worldwide, and it went global overnight! It couldn't have happened without our colleagues at Computerworld and IDC."

The foundation of the program is a Computerworld partner zone, created by CW VP/Online Sales **Gregg Pinsky** and his Framingham, Mass.,-based team, that is branded as IDG Global Solutions in associate with 3Com. The site, www.itleadershipforum.com, goes live Oct. 1.This central global zone will run for nine months and target executives who want to learn more about core-switching, wireless and VOIP, and security issues in the secured, converged network space. Computerworld will manage all the content changes and updates as requested by 3Com, as well as the reports on traffic and leads.

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PCW Romania heads to the beach to meet readers

PC World Romania readers who traveled to one of the Black Sea's biggest resorts for vacation this year may have left their favorite PC title back at home, but PCW Romania's editors made sure that the magazine's name was not forgotten.

For the first time, PC World Romania organized a three-week beachfront event to touch base with readers and further publicize the magazine's already well-known name. Each week a team of four different employees set up a tent, promotional material and eight computers on the beach in front of the office of a popular radio station in Mamaia (a city whose name means "grandmother" in English but, ironically, is the region's most popular summer destination for young Romanians, according to IDG Romania Managing Director **Miheala Gorodcov**). IDG conducted its summer event in conjunction with that local station (Radio Vacanta or "Radio Holiday") as well as "Kiss FM," Romania's No. 1 radio station for teenagers and young adults, with which it has an ongoing partnership to do a PC World-related campaign on a new topic each month.

Every day from 10 a.m. to 4 p.m., PC World Romania's staff organized four kinds of contests: PC assembling, gaming, and two kinds of quiz sessions (one with the public answering questions from PCW staff, the other with the IDG team fielding questions from the public). The 15 event sponsors gave out more than 300 prizes for the contest, including game consoles, sound systems, CPUs, laptop bags, computer games and watches. The sponsor promotion package included a full page in PC World Romania before and after the event, their logo on fliers promoting the beach festival (10,000 fliers were distributed on the beach by young volunteers dressed in PCW T-shirts) and their names included in the radio commercials. "We did not invest anything, except work and fantasy," Gorodcov said. "It was a win-win situation."

During a three-week period, hundreds of visitors crowded the PCW tent to play games, take a digital photography workshop or enter contests.

In addition to the contests, PCW editors hosted several digital photography workshops offering tips on photo editing and how to take better photos. A small-scale contest pitted visitors against each other to see who could do the best photo editing, and the winner received a T-shirt with the photo on one side and the PCW logo on the back. Editors also had a chance to talk with readers, answer their computer questions and get a clearer understanding of how they can better serve them in print and online. One idea now being used is a DVD cover mount with IDG-produced short films with how to advice such as installing a motherboard, travel films and documentaries from other sources, and traditional CD fare such as shareware.

Gorodcov said the event got very positive feedback from sponsors ("They said, 'You guys from IDG with your crazy but great ideas!'") and the hundreds of visitors. PCW Romania plans to expand the concept next year to include winter holiday events in Bucharest and at a ski resort.

Write to mihaelag@idg.ro. WU

Romanian photo contest doubles Web traffic

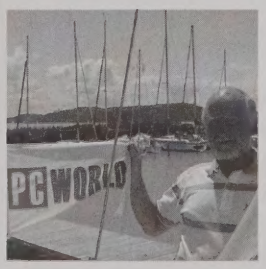
Members of a basketball team who posed in the sand as their favorite magazine earned special recognition by the PCW Romania staff. Each member of the team received a year's subscription to PCW, and the team received a digital camera.

Four years ago PC World Romania organized a photo contest for its readers as a way to increase reader and customer interest and combat the relatively lower levels of ad pages and newsstand sales during the prime vacation months of June, July and August. The contest has continued to grow in popularity, with readers submitting more than 2,000 photos in 2005.

This year's contest was a two-part format. Readers went online to vote for their favorite photos in eight categories such as landscape, candids, mystery image and nature, and the top vote-getters received a one-year subscription to PC World.

In addition, the sponsors (among them Canon, HP and Samsung) chose the best photos in each category and awarded each winner a digital camera. Traffic to the photo contest section of the site during the prime voting month, August, rose to 18,000 unique visitors, double the number in July. IDG Romania relaunched all its Web sites in May, updating special online content three times a day and incorporating a variety of contests to increase traffic.

IDG Hungary builds visibility lakeside



*For the fourth consecutive year, IDG Hungary sponsored The GameStar Cup, a series of sailing regattas for children, at Lake Balaton, a popular vacation spot. As part of the festivities, the company set up two tents with eight computers for visitors to play PC games (left). People could spin the wheel of fortune (right) for a chance to win games, back issues of GameStar, subscriptions and gaming tip sheets. IDG Hungary Managing Director **Istvan Biro** (center) flies the PCW flag on his boat at the lake.*

one on one *the interview*

Silvia Bassi
The country manager of IDG Brazil is this week's guest columnist Reach her at silviabassi@idg.com.br.

IDG Brazil at-a-glance

Number of employees 59

Publications
- Computerworld (biweekly)
- PC World (monthly)
- CIO (bimonthly)
- "Top 100" special guides (three per year)

Web site(s)
- Computerworld
- PCWorld
- CIO
- IDG Now!

Events
- IT Leaders Summits
- Developer's World

Q **What's the IT publishing/events market like in Brazil, and where does IDG Brazil rank?**

A IDG Brazil will reach its 30th anniversary in Brazil next year. We have the country's largest IT publications portfolio. Our combined Web sites registered 1 million unique visitors in August. This audience gives us a good advantage against our main competitors: IT Mídia, a CMP licensee strong in the events area; and Editora Abril, the largest publishing company in Brazil and No. 1 in the B2C magazines.

The editorial market in Brazil is experiencing the same challenges as other markets around the world. After a big retraction two years ago, the market began to recover in 2004, with a projected growth of 15% for 2005. The revenues for print publications are decreasing, and that is expected to be the trend for the following years. On the other hand, Internet revenues are expected to grow 15% in 2005, and we see great opportunities in the events area, especially with events in the CIO segment.

Q **This is your third tour of duty with IDG Brazil. How have your career experiences along the way at IDG, and elsewhere, helped prepare you for your current role?**

A I began my IT journalist career at IDG in 1985. That period was decisive in establishing my passion for IT. It was a time to learn a lot. The more I learned, the more I was addicted to the technology business. From 1989 to 1997 I worked as IT news editor for the largest Brazilian newspaper and as executive editor for the IT magazines from Editora Abril. Both jobs furthered my publishing education.

In 1997 I went back to IDG to develop online content projects. It was again a learning experience, and my second passion was born: the online business. I developed the IDGNow Web project, the first online-only IT news publication in the Brazilian market.

In 1999, AOL began its operation in Brazil, and I was invited to take the content and programming director position. That experience was like earning an M.B.A. in the field. Everything happens at a startup: frequent budget revisions, technology problems and product development from the ground up. You have to design a strategy and ensure it is going to be executed and you have a lot of HR situations to deal with. Working for AOL from 1999 to 2002 helped me to develop and improve my management skills, expanded my vision about the online business and prepared me for the years ahead.

Q **Since rejoining IDG Brazil in January, what have been your priorities and/or major acheivements to date?**

A My priorities were reviewing the budget for 2005; making sure we have the right team and motivating them for the years to come; and starting a process of redesigning our Web sites, investing in the correct combination of content/technology to monetize the audience. Also, some strategic decisions were made almost immediately to assure that we would have the correct portfolio of products before the end of 2005. Our major achievements in the first seven months were the repositioning of PC World, targeting the SMB market, and the launch of CIO magazine in August.

Q **What have been the biggest challenges you've faced as general manager of IDG Brazil?**

A Without doubt, managing the budget and trimming the expenses. It is always very difficult when you inherit a budget that has been initiated already. You tend to be more optimistic about the revenues, and sometimes you face some bad surprises that ruin your forecast. But I can say now that after six months of ups and downs we have put the expenses on the right track and are improving our revenues month by month.

Q **What sort of events and/or seminars does IDG Brazil produce?**

A We are investing strongly in events for the CIO segment. We call them Summits, and they target vertical markets, creating opportunities for CIOs and IT industry executives to do networking and business. We have four Summits per year. For 2006 we will also offer round tables, executive breakfasts and Computerworld technical seminars, focusing on Best Practices, a "must" among participants and sponsors. We also joined Reed Communications in Brazil to be the media partner for the Brazilian edition of LinuxWorld Brazil in May 2006. Reed has signed a deal with IDG World Expo to be the producer of LinuxWorld in the country, and we will be there.

Q **What are some ways you've found to increase online ad sales?**

A Our online strategy is based on monetizing the audience by creating many different opportunities to generate revenues that go beyond the banner. We are copying the successful initiatives from IDG

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New title aims to spark student interest in IT careers

IDG New Zealand teams with government, schools for 64-page issue

The October cover story features popular New Zealand rap artist Che Fu, who uses an Apple G4 and Pro Tools 001 in the creation of his music.

The more than 100,000 13- to 15-year olds in New Zealand's 236 secondary schools are the target audience for a new publication due out next month from IDG New Zealand that aims to inform and inspire students about the benefits IT can have on their lives and careers. Actv8 is a 64-page full-color magazine that will be distributed to students at no charge and will be sold on newsstands as well.

Faced with the looming prospect of a shortage of skilled IT workers, the government of New Zealand, through an initiative called the HiGrowth Project, has partnered with IDG to create a magazine designed to spark interest in the field of information technology amongst the country's teenagers and their parents.

"We particularly need to reach the kids who are not currently exposed to IT to help them see the opportunities that exist," explained IDG New Zealand Managing Director **Bob Pinchin**. "These are typically kids from lower socio-economic groups who don't have sufficient access — either in school or at home — to IT. In addition, many of these kids see computers as something for geeks and/or rich kids."

To capture the attention and imagination of this group, Actv8 will focus on demonstrating how their heroes — be they sports, music or movie figures — are using technology in their own lives and careers. "By default, more young people will become interested in the technology and some will be inspired to pursue careers in IT," Pinchin said.

The editorial, which is being written both by IDG New Zealand journalists and freelancers under the direction of Special Publications Manager **Sara Goessi**, will include several feature articles on training and careers. It will focus on subject areas that students can identify with such as music, film, fashion, sports and recreation and will include practical articles to improve ICT skills, new products, tips, how-to stories, career articles, case studies, questionnaires, competitions and giveaways, Goessi explained.

The October cover story features popular New Zealand rap artist Che Fu, who uses an Apple G4 and Pro Tools 001 in the creation of his music. Another piece focuses on how technology is being used by the All Blacks, New Zealand's national rugby team.

"Our goal is show these young people that ICT will have a significant impact on their jobs no matter what career they may choose. We hope to inspire them to acquire the technical skills that will broaden their career options," Pinchin said.

The publication has the strong support of New Zealand's ICT, education and creative industries, Pinchin said. Advertisers include Apple, Microsoft, Toshiba, IBM Lenovo, Hewlett-Packard and Sony Ericsson. Pinchin said he is also hopeful that several universities will support the publication.

For more information, contact Bob Pinchin at bob_pinchin@idg.co.nz. WU

3Com

continued from page 1

To direct executives to the zone, a series of four-page inserts will be placed in Computerworld and/or CIO titles in Australia, Brazil, France, Germany, Italy, Mexico, South Korea and the U.K. 3Com will also use the inserts for direct marketing, partner programs and public relations activities. "The ultimate goal is to have IT executives go to the zone where they can learn about different issues, and 3Com can learn about them and what information they're hungry for," Khaksar said.

Attracting large numbers of IT executives focused on security to the zone will be the key to the program's event component of the program, which consists of 11 security-oriented IDC Executive Roundtables in all the countries above as well as Dubai, India and Singapore. "In order to make each event a very exclusive peer-to-peer gathering, 3Com wants to be able to analyze a lot of leads and filter which ones will be the best to receive a personal invitation, keeping the number of participants to about 30 C-level executives," Khaksar said. "The ultimate mission for 3Com is to increase sales, and a smaller group of executives are more open in an intimate roundtable environment, which in turn makes the event far more compelling for 3Com."

The first event will be in Milan, tentatively set for Nov. 29. IDC European Events Manager **Giles Mallon** and IDC Germany Event Manager **Michael Rose** are the lead organizers for the roundtables, which primarily feature analyst content. With this latest program, the IGS Client Service Group EMEA has now won more than $750,000 for the IDC EMEA Events Group since September 2004.

Write to justin_khaksar@idg.com. WU

IDG

September 19, 2005

Audience Development Manager (CXO)

CXO Online is seeking an Audience Development Manager to help build the traffic strategy for its online businesses and grow the key performance indicators including: unique users, page views, return visitors, page views per visit, and online registrations and conversions. This position will utilize site analytics and reporting tools to develop a deep understanding of user behavior and origins of key audience segments. This individual will optimize lead generation and online registration processes, create and monitor search engine marketing (SEM) campaigns, oversee search engine optimization (SEO), link exchange and cross promotions, grow the ecommerce activities of the site, identify and meet traffic goals, grow new audience segments, open up and manage key partnership opportunities and manage freelancers and vendors. Specific responsibilities include planning and managing traffic-driving promotions for CXO's network of sites, including paid and natural search, CPC programs, newsletter and email programs, sweepstakes, contests, content feeds (including RSS) and cross-promotional links. Candidates must have a background in web traffic analysis and tools (i.e., WebTrends, Omniture, and Hitbox); demonstrable best practices for supporting high-value customers; solid written communication skills; excellent quantitative and analytic skills (SPSS, Excel, etc.); experience with SQL, database query tools and design concepts; and expert ability to deliver consumer insights. Expertise in direct marketing is a plus. The ideal Candidate will have a minimum of 3-5 years experience with online marketing and digital media web audience analytics experience with a proven ability to think strategically and act tactically. Direct experience with SEM and SEO highly desired. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Group Director, Custom Publishing (CXO)

CXO Media, publishers of CIO, CSO and CMO magazines seeks a highly experienced and proven sales professional with strong operational management skills to lead its Custom Publishing Group. This position is responsible for managing all aspects of the Custom Publishing group, primarily focused on sales but also including day-to-day management responsibility of the editorial, production and project management departments. Position will have direct P&L responsibilities and will report to the VP of the group. Key products and services sold include custom magazines (print and online), eBooks, newsletters (print and online), custom web sites, white papers, case studies and custom content projects including integrated custom publishing programs and executive programs and custom events (face-to-face and online). Ideal candidate must possess the following: Extensive Custom Publishing expertise, 8+ years in consultative sales/sales management with a proven track record, experience developing, selling and executing executive-level custom programs, strong management skills and knowledge of the high-tech B-to-B industry, experience forecasting and running a P&L. Requires extensive travel. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Marketing and Commerce Manager (CXO)

CXO Online is seeking a Manager of Online Marketing to build sponsorship opportunities, custom publishing projects, webcasts, reader revenue, and strategic partnerships for its three sites: CIO.com, CSOonline.com, and CMOmagazine.com. This position will be responsible for overseeing CXO's online commerce operation, developing a business plan and staff capabilities to support it, seeking relationships with third-parties to build revenue and traffic, and constructing innovating sponsorship models for CXO's advertiser customers. The marketing manager will also oversee CXO's lead generation program, work with customers to deliver qualified sales leads through custom content ranging from webcasts, whitepapers, microsites, and other innovations. This individual will identify strategic partnerships to build traffic and revenue and extend CXO's brands throughout the marketplace. As CXO develops new sources of reader revenue from the sale of content and services, this position will drive the development of the sites' technical capabilities, fulfillment operations, and customer service. This individual will also support the online sales team in building a compelling strategy and vision for developing the audience for custom online and integrated programs. Candidates must have a strong background in interactive marketing and solid written and presentation communication skills; excellent quantitative and analytic skills, and a track record of innovation and transformation in online businesses. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

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Online Product Manager (CXO)

The Online Product Manager will manage lead-generation products for CXO Media, including webcasts, editorial briefings, and custom published microsites. This person will gather technical requirements, develop strategic product plans, compile specific product requirements, and coordinate project schedules and timelines with Sales, Editorial, Design, and Development to ensure successful delivery of product objectives. The position will be responsible for webcast events from beginning to end (pulling together all parties and materials for webcast productions, communicating with vendors, etc). Responsibilities also include managing the email promotion and lead generation capture of webcast users. The ideal candidate will be a perfectionist when it comes to meeting client needs, have experience in project management and/or event coordination and experience in a b-to-b based Internet company. Applicants should be Web/PC savvy and willing to work in a fast-paced environment requiring management of multiple tasks. Candidates should have a working knowledge of HTML, scripting languages, email marketing and databases. This individual must be able to handle tight deadlines, multiple and simultaneous projects/events, and have the ability to manage projects independently as well as in a team environment. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Reporter (CXO)

CXO Media is looking for an IT journalist with broadcasting experience to help develop webcasts, downloadable reports, and other special content for the CXO network of websites. The online reporter will coordinate webcasts and podcasts, prepare scripts and other editorial components, and serve as a moderator for certain online events. The online reporter will also write and narrate scripts for prerecorded webcasts, prepare downloadable reports on focused IT subjects using existing CXO news articles, features, analysis, and opinion. Besides choosing, organizing, and editing this content, the reporter will write introductions and sidebar content to round out the reports and edit CXO blogs, newsletters, and promotional material. The successful candidate must be able to juggle multiple, deadline-oriented projects, and will need to have a strong knowledge of trends within the enterprise IT field in order to edit scripts and participate in live webcasts. Knowledge of HTML and other Web technologies is helpful, but not required.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Vice President, Marketing (CXO)

CXO Media is seeking a dynamic and hands-on Marketing VP. Reporting directly to the CEO, this individual will work closely with sales to help drive revenue. Responsibilities include: field marketing, relationship marketing, new product development strategy, business intelligence, branding, advertising and promotion, research, PR, marketing communications, creation of best practices, and formulation of sales materials for all brand extensions. The position requires extensive field marketing expertise and the ability to be both tactical and strategic in leading a small team of marketing, research and PR professionals. Candidates should have proven success implementing integrated media campaigns, customer facing skills and experience, 7+ years in a senior marketing management capacity, creativity, excellent presentation skills, a comprehensive knowledge of the publishing industry and the ability to work in a team-oriented environment with a high sense of urgency. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

VP, Online Sales (CXO)

CXO Media is seeking a VP of Online sales to drive online revenue. Responsibilities will include: hands-on sales for top accounts while directing the sales efforts of two sales reps, overseeing the administration of online sales -- ad operations and fulfillment, tracking and reporting, working collaboratively with field sales and product sales people to maximize account revenues, providing insight into account needs and developing online proposals, developing senior relationships at agencies and clients, driving sales strategy, territory assignments, presentations, and marketing collateral. Candidates should have strong team management and strategic skills, a proven track record in managing online in multiple environments, extensive experience running advertising operations, the ability to complete a high volume of face to face calls, in-depth knowledge of online media and marketing, a strong customer service orientation and 7-10 years of ad sales experience with at least 4 years of online sales management. Travel is required.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Executive, Enterprise Financial Accounts (IDC)

IDC's Enterprise Financial Sales Group is seeking an Account Executive who will focus on selling IDC's research products to IDC's Global financial accounts. This position will report to the Vice President, Enterprise Financial Account Sales. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new products to develop and sell, as well as other business development opportunities. Requirements for the position include 3-5 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with financial industry and terminology a plus. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Manager, Insights (IDC)

IDC is seeking an experienced marketing communications professional to work on the launches of three new Insights businesses: Manufacturing Insights, Energy Insights and Health Industry Insights. Key responsibilities include writing collateral, press releases, email and web campaigns and the project management of the marketing collateral. The position will require implementing marketing plans for each of the companies and the ability to manage multiple projects simultaneously and efficiently. Strong writing skills and the ability to understand IT terminology is necessary. Prior experience marketing to CIOs, line of business managers and other users of technology is a plus. This position requires a minimum of 5 years marketing experience, preferably in one or more of the industries mentioned. Prior experience in marketing IT research is a plus. Experience with Quark, Illustrator and the ability to create HTML newsletters, PowerPoint presentations and use design templates is necessary. Candidates will be required to hold a bachelor's degree and an MBA is considered a plus. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Executive, Latin America (IDC)

IDC's Latin America Sales Group is seeking an Account Executive who will be responsible for a designated territory of premier IDC accounts in the Latin America Region. The Account Executive will be responsible for maintaining existing renewal accounts as well as establishing new business. The candidate will report to the VP of Sales for Latin America. The individual will have an annual sales bookings quota that will be monitored monthly. The Account Executive will interact with Regional Marketing Directors and Marketing Intelligence Managers of IDC's Latin America accounts. Most interactions will be in person in the form of regular customer visits. This position will require approximately 5 to 6 travel visits to Latin America and additional travel within the US during a typical year. Requirement for the position include 5-7 years of selling and quota carrying experience. A college degree or equivalent is preferred, as is strong familiarity with the computer industry. Previous sales of syndicated research with a demonstrated track record of success is a strong plus. This position is best suited for a good team player with strong computer skills and positive attitude. We need this individual to be fluent in both English and Spanish. Excellent written and verbal communication skill in both English and Spanish are a must. ***Location: Miami, FL***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Client Services Administrator (NWI)

Network World's Client Services group is looking for a part-time Client Services Administrator. This role will assist the team by collecting and managing leads from our LeadLogix system and ensuring the accuracy of the data before they are delivered to our customers. The ideal candidate must be detailed-oriented, a self-starter, and comfortable learning different reporting systems. Proficiency with MS Excel and Word is essential. This is a part-time position approx, 21 hours a week. Schedule can be flexible, Mondays are a must. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

IDG

Current Jobs, Week of September 19, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Circ	Part-time Circulation Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Events	Event Director	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Bus Dev	Business Development Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Managing Editor, Online Channels	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Networking	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Storage	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Senior Reporter	West Coast	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Online Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Product Manager	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Projects Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Associate	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Cust Pub	Group Director, Custom Publishing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Editorial Assistant	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Mktg	Vice President, Marketing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Audience Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Advertising Producer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Specialist	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Marketing and Commerce Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Product Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Reporter	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online Sales	VP, Online Sales	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	VP Business Development, CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Mktg	Director, Program Development	San Francisco CA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Project Manager	East Coast	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Intern	Online Development Internship	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Mktg	Marketing Manager	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online	Associate Web Developer	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online Sales	Online Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
	Edit	UK Correspondent	London UK	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Online	Product Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	san francisco	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
Mac Publishing						
	Ad Coord	Advertising Operations Coordinator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Admin	Executive Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	IS	IT Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Serv	Client Services Administrator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Director of Operations	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Mktg	Marketing Communications Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Manager of Audience Development, Online	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333
PC World						
	Ad Sales	Sales Associate	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Ad Sales	Senior Account Manager	Paramus NJ	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Bus Dev	Online Marketing Specialist	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDC						

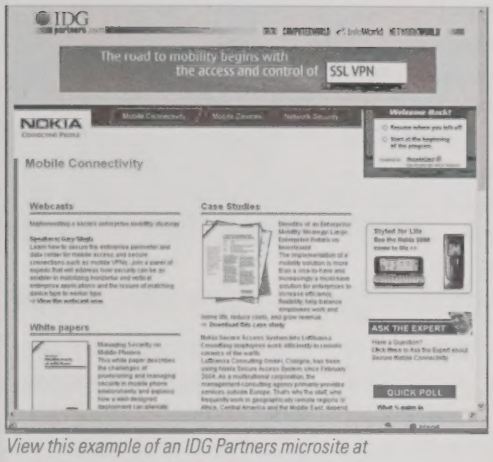
Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Conf	Program Director, Conferences	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Intern	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Marketing Manager, Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Project/Engagement Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Associate Research Analyst, Computer Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Services Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile Devices: Consumer	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Health Delivery	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Latin America	Miami FL	Jim Klepper	jklepper@idc.com	508-935-4143
	Sales	Sales Manager, Global Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Storage and Software Industry	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Tech	Business Analyst	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Systems Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Energy Retail Strategies	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Director, Consumer Credit and Lending	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Life Science Insights						
	Research	Research Manager	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Life Science Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

IDG Partners

continued from page 1

lored service for clients that need it. Working with the client and their agency, we do the design of the site and decide what will be available on it; the client is responsible for producing their own collateral, or through our custom publishing team we can build assets like white papers or special reports for them."



View this example of an IDG Partners microsite at www.idgpartners.com/nokia/mobileconnectivity.jsp?tdcode=NW_VSOL.

Current clients include Oracle, Nokia and Cisco Systems. "Basically, IDGPartners is a platform for building high-end IDG accounts and giving them one IDG point of contact that will create, build and manage their campaign," Draper said.

According to Draper, what differentiates IDGP from other platforms is a LeadLogix tool that provides clients with unique leads and reports on how their media are performing. While a client's site is active, IDGP monitors it throughout the run of the campaign — usually three to six months — to see what drove visitors to the site and visitors' frequency of use to see how well the site is performing. Once a month the IDGP client team looks at these figures to see how the site and the media campaign can be modified to better meet the client's needs. "We measure, modify, then measure again to find out what users are responding to and provide an ROI analysis of their media," Draper said.

Microsite visitors are driven to the site in a number of ways, including from clients' home sites or their customer newsletters, via banner ads, buttons, text links and white paper postings. Normandeau said leads are generated when visitors download IDGP microsite assets such white papers or view special content like a Webcast. These leads are sent to clients weekly.

"A lot of our clients don't have the time or interest to track the media so they hire us," Draper said. "Our goal is to make our clients look like heroes."

Normandeau said the heroes behind IDGP are the talented Web designers, programmers and client services teams. "At Network World," he said, "Online Design Manager **Deb Voszikis** will design the site and Senior Software Engineer **Manav Sehgal** will do the programming, while Director of Client Services **Sharon Stearns** and her team will project manage, provide reporting, interact with the clients and the sales teams and work to ensure the clients' goals are met.

"It's a challenging job," he continued, "as you have many sales influences in a pan-IDG program, combined with client and agency demands that sometimes change midstream."

Not all pan-IDG microsites involve selling by IDG Communications, Normandeau said. However, more of these microsites are at the center of pan-IDG proposals pitched to clients by IDG Communications. "Often, pan-IDG microsites are grass-roots efforts driven by the VP's of sales at the various business units, such as **Gregg Pinsky** at Computerworld, **Susan Cardoza** at Network World, **Michael Carroll** at PC World, and **Kate Hobbie** at InfoWorld. IDG Partners will be around as long as microsites remain a viable part of pan-IDG media solutions."

For more information, contact Mike Draper at mdraper@nww.com or Kevin Normandeau at knormandeau@nww.com. WU

Journalist takes to the high seas

Computerworld Danmark colleagues feel they are a step closer to understanding the secret to Senior Staff Writer **Dorte Toft**'s seemingly endless string of scoops and exclusives thanks to this photo depicting Toft at the helm of Oracle CEO Larry Ellison's craft.

Ellison, who shares Toft's passion for sailing, visited Scandinavia recently to participate in one of several regattas leading up to the 32nd America's Cup, which will take place in Valencia, Spain in 2007. Toft, who said she isn't sure why, was nevertheless invited to serve as "crew member No. 18." (Ellison is No. 17.) Said Tofte, No. 18's orders are something like: "Don't do anything. Don't say anything. Don't cross that line in the deck. But move your tail when we tack!"

The Oracle BMW crew beat the crew from New Zealand and came in a close second to the reigning Swiss Alinghi team.

Toft, who has been sailing for more than 20 years, no longer races herself, noting she now prefers the tranquility of sailing her dinghy at her summer cottage on a small island in the middle of Denmark.

noteworthy people

Promotions

IDC Framingham Senior Inquiry Analyst, Hardware Research Market, **Jed Scaramella** has been promoted to research analyst role in the Server group. "Jed was with IDCInquire for 14 months and did a great job as an inquiry analyst," said IDC Director, Client Servce, **Kim Schuberthan**. "During this time Jed was responsible for the monthly production of the Channels newsletter as well as the bimonthly production of the Digital Imaging newsletter and Document Solutions newsletter. Jed was successful at maintaining all of these deliverables all while providing great support to our clients and answering their CIS-related inquiries and managing several IDCPreferred accounts." *jscaramella@idc.com*

New employees

Luk

Gina Luk joins IDC Asia/Pacific in Singapore as a market analyst in Telecoms Research. She was previously with Censydiam Asia and Hong Kong Polytechnic University, where she was responsible for conducting research projects in such fields as market data trending, consumer behavior, product performance and import/export analysis for both Hong Kong and regional markets. She holds an M.A. in commerce in applied finance and an M.B.A. from the University of Queensland, Australia. A music lover, she represented Singapore in an international choir festival held during the Olympic Games in Athens. She also rode a horse for the first time in Australia last year. *gluk@idc.com*

IDC China has hired **Bryan Yuan** as a senior analyst in its Cross Products and Peripherals Research group. He most recently worked for Sino Marketing Research, Co., Ltd. as department manager in the White Appliance division; he has also worked for Lenovo's corporate development as a business analysis consultant. He holds a B.S. in management engineering from the Beijing Institute of Technology and an M.B.A. from China's Renmin University. In his spare time he enjoys mountain climbing, Web design and badminton. *byuan@idc.com*

Larkin

IDG WORLD UPDATE

Previously a Unix systems administrator and then an intern with PCWorld.com, **Erik Larkin** joins PC World as an associate editor. He graduated with a B.A. in history from the University of Illinois and an M.S. in journalism from Northwestern University in Chicago. Away from his desk he enjoys motorcycles, his two dogs and travel. *erik_larkin@pcworld.com*

A recent graduate of the Auckland University of Technology with an M.A. in information technology, **Nisha Mohan** joins IDC New Zealand as an associate analyst for hardware research with a particular focus on the printer market. She also holds a B.A. in information technology from India's Mumbai University. She enjoys reading and music and is currently training to run a half marathon. *nmohan@idc.com*

CXO Media has hired **Christopher Kay** as a senior user support specialist. Previously a systems administrator with Banta Integrated Media, he holds a B.S. in magazine journalism from Syracuse (N.Y.) University. In his free time he enjoys photography and music. *ckay@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG journalists, IDC analysts can get free passes to upcoming RoboNexus

RoboNexus Conference and Exposition, the largest robotics event in North America, returns to Silicon Valley, Oct. 6-9. Produced by IDG World Expo in partnership with Robotic Trends, this event offers a huge array of the latest personal and home robots as well as professional development programs, demonstrations, and special events.

Highlights include:

- More than 50 exhibitors, and hundreds of robots, along with the Japan Robotics Pavilion and Robotics Society of America Pavilion, in the RoboNexus exposition hall. See www.robonexus.com/sponsors.htm for a complete listing of exhibitors.

- Sessions in RoboNexus Professional Development Programs delivered by the world's leading robotics, business and educational professionals from across the globe.
- Live demonstrations of robotics products including the NASA Mars Rover demo, Sony AIBO Wireless Demo, RoboNexus Demonstration Stage shows and the build-your-own Robotics "Kit College."
- Family-friendly seminars on robotic design development, history of robotics, educational robotics and much more in the RoboNexus Consumer Expo Sessions.
- Demonstrations by Japan's Vision Nexta, the two time RoboCup autonomous humanoid soccer champ, and Chroino, a small humanoid robot with a friendly appearance and sophisticated movements.
- Sessions from leading consumer robotics vendors announcing new products and market direction in the RoboNexus Technology Spotlight Theater.

Named Best New Trade and Consumer Show for 2004 by Expo Magazine, this year's edition had to be moved to larger quarters at the San Jose (Calif.) Convention Center to accommodate the increase in vendors and anticipated crowds.

IDG reporters, editors and analysts interested in attending should contact Dan Kara at dk@roboticstrends.com for complimentary press passes. Other IDG employees can save $5.00 off the regular adult admission of $15.00 (before Oct. 3) when registering online and using the priority code RNEXD5.

For more information, visit www.robonexus.com. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Karl Koessel *PC World*
Suresh Rajon *IDG France*

20
Mary Gibbons *IDC*

19
Angele Boyd-Meyers *IDC*
Marianne Nichols *IDC*

18
Paul Arabasz *IDC*

15
Maria Jose Marzal *IDG Spain*

14
James Duffy *Network World*
Simona Cattaneo *IDG Italy*

13
Alyson Morales *IDC*
Rosemary Pickett *IDC*
Juan Ramon Melara *IDG Spain*

9
Serge Leblal *IDG France*
Jose Rodriguez *IDC*

8
Warren Childs *IDC*
Duk-Hwan Oh *IDC*
Andrew Brandt *PC World*

7
John McNulty *IDC*
Stephen Clifford *IDC*
Lloyd Kosh *IDC*
Pernilla Norin *IDG Sweden*
Jenny Maurin *IDG Sweden*
Jessica Chase *Connell Communications*
Donna Sweeney *Connell Communications*
Régis Bazin *IDG France*
Justyna Blocka *IDG Poland*
Agata Jaskiewicz *IDG Poland*
Roser Ferrer *IDG Spain*

6
Shirley Clute *IDC*
Michelle O'Mahoney *IDC*
Wesley Dotts *IDC*
Yanning Chen *IDC*
Martin Roos *IDG Sweden*
Tom Mainelli *PC World*
Pauline Boyle *IDG*
Chris Sullivan *IDC Canada*
Jan Hendry Hamm *IDG Denmark*

5
Zoltan Komaromi *IDC Hungary*
Danielle Corsetti *IDC*
Hilaire Perry *IDC*
Rebecca Pardo *IDC*
Wade Munson *IDC*
Gary Nagle *IDC*
John Farrell *IDC*
Marianne Hedin *IDC*
Thomas Schwieters *IDC*
Charlotte Kjerman *IDG Sweden*
Sandra Lawes *Connell Communications*
Barbara Madariaga *IDG Spain*

3
Michon Schenck *Financial Insights*
Yoo-Sook Hong *IDC Korea*
Shin-ichi Shimizu *IDC Japan*
Eric Hill *InfoWorld*
Nicola Turnbull *IDG U.K.*

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Susan Skowronski *IDC*
Elizabeth Cutler *IDC*
Rhoda Phillips *IDC*
Han-Sung Yoon *IDC Korea*
Jason Caddies *IDC Thailand*
Ataporn Yongsoongnuen *IDC Thailand*
Atthawan Suwannachuen *IDC Thailand*
Kitcha Ing-udomnoogoon *IDC Thailand*
Geroge Hu *IDG Entertainment*
Joanne Haywood *IDC Canada*
Ana Maria Sanz *IDG Spain*
Luiz Henrique Junqueira *IDC Brazil*

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Gergely Bacsko *IDC Hungary*
Ida Sylvester *IDC*
Heidi Foubare *IDC*
Nancy Shawver *IDC*
John Pulskamp *IDC*
Grace Zheng *IDC China*
Sara Mascall *CXO Media*
Bill Bennett *IDG New Zealand*
Richard Betts *IDG New Zealand*
Denise Landry *Network World*
Paula Bardera *IDG Spain*
Rosa Salvatierra *IDG Spain*
Claire O'Donel *IDG U.K.*
Adriana Garcia *IDC Mexico*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

New IDG Germany address

All of IDG's publishing offices in Munich relocated to a single building as of Aug. 16:

IDG Communications Verlag AG
Lyonel-Feininger-Str. 26
80807 Munich
Germany
Tel: +49-89-36086-0
Fax: +49-89-36086-118

Get ready to vote for your favorite IDG calendar photos!

From Sept. 26 to Oct. 7, IDG employees will be the judges for the 2006 IDG Employee Calendar. Forty of the best photos submitted will be posted on IDG Central. Be sure you have an IDG Central password to cast your vote. If you need one, request one online at www.idgcentral.com.

One on one

continued from page 3

U.S., like the lead generation projects and the hot zones, for example, and are also embracing e-commerce opportunities, like our shopping, that uses a price comparison tool that pay us for clicks (see IDG World Update, Sept. 12); and the sponsored links. Soon we will be doing podcasting, and we also are planning to sign deals with Zinio for digital magazines and with mobile phone companies to deliver content through cell phones.

***Q* What is the gaming market like in Brazil and do you have plans to launch a gaming publication at any point?**

A The online gaming market in Brazil is growing fast. There are some favorites, like massive role-playing games, console games (Playstation is the preferred platform) and LAN houses. And the audience is willing to pay to play. For 2006, we do not have plans to launch a publication for the gaming area, but we believe that there are opportunities in 2007. If we launch, it is going to be totally online-based publication. It is the future. WU

on line idg central

IDC VP reaches out to survivors of Hurricane Katrina

Four years ago, IDC Latin America VP ***Daniel Cardamone*** *read a newspaper account about a former high school acquaintance of his who had dropped everything to volunteer at Ground Zero just one day after the Twin Towers fell in New York City on Sept. 11. He was so inspired by his classmate's actions that he made a pact with himself to do something similar should tragedy strike again. Two days after Hurricane Katrina subsided, Cardamone and his family sprang into action, renting a truck and filling it with donated supplies. With no particular destination in mind, he and a friend left Miami and headed off to the Gulf Coast to deliver food, water and hope.*

Below is an excerpt of his account of the effort. To read the full story, visit www.idgcentral.com and click on the link in the "IDG reaches out to Katrina survivors" box.

IDC's ***Daniel Cardamone*** *stands next to a sign he painted directing people to the church where supplies were available.*

It is hard to summarize what I've seen over the past two days — helicopters flying non-stop above, enormous highway poles snapped in half, boats in trees, boats on top of houses, boats in places they just shouldn't be, rows of houses leveled to the ground, bridges too unsafe to pass over, roofs blown off so many residences that it was too hard to count.

Living in Florida the past 10 years, I have seen my fair share of hurricanes. Two days after the hurricane subsided, my family decided it was time to start a collection. Between IDC, the Sagemont School and my wife's real estate company, we ended up filling a very large rental truck full of food, water, clothing, toiletries and camping gear. Someone estimated the goods donated to be worth more than $50,000.

My friend Dan Feeney and I passed many Red Cross shelters in Florida and Alabama on our way to Mississippi. We wanted to bring the supplies to a completely devastated area and after seeing Biloxi on the news we decided to make that our goal. Despite two tire blowouts and serious gas shortages, we finally made our destination around noon on Sunday. As we expected, it took about 10 seconds to find people in need. We saw other trucks from Atlanta, North Carolina and Indiana helping the first neighborhoods we drove through so we passed on and headed for what was to become known as Ground Zero Biloxi.

As we approached the downtown area it was obvious that something was missing. Whatever structures had been on the beach were obliterated. As we turned onto the main road next to the ocean, we could see that the storm surge had risen at least 20 to 30 feet above our heads as the majority of the buildings across the street from the beach had also been destroyed leaving a trail of wood and debris as long as the eye could see...

To read the conclusion of this account as well as more about what various IDG business units are doing to help Hurricane Katrina survivors, visit IDG Central. If you need a password for IDG Central, go to www.idgcentral.com to request one.

IDG Central Question of the Week: How would you rate the U.S. government response to Katrina?

Log on to www.idgcentral.com and vote on this week's question:

Which country poses the greatest threat to world peace?

New on IDG Central this week

Business unit profile: Founded in 1985, IDG List Services' works with virtually every U.S. business unit, and its scope of work has expanded dramatically over the years.

Writing workshop: Beware the careless use of words tht can lead the reader astray. Read four new tips this week in "Off-Putting Verbs, Part 2."

Service opportunities: Post information about fundraising events and charitable activities and find out how you can help your colleagues' efforts.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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GamePro features holographic cover courtesy of Atari

Manufacturer picks up entire cost of promotion for its new Matrix video game

Keanu Reeves will soon be bursting out of a newsstand near you. The October issue of GamePro, on sale now, features a full-cover, three-dimensional hologram of Neo, Reeves' character from The Matrix movie trilogy, as part of Atari's promotion for its new Matrix video game.

"This is a pretty huge deal," said IDG Entertainment SVP/Editorial and Creative Director **Francis Mao**, "since Atari approached us with the idea and paid the entire cost of producing the hologram, which was more than US$150,000. It's the first time anything like it has appeared on any gaming publication in our market. We are hoping the collectibility factor of this item will help boost our newsstand sales."

GamePro's holographic cover is a first for the gaming industry.

According to Mao, no GamePro competitor has ever done a similar full-size 8-by-10.5-in. cover hologram, noting that other gaming magazines' premiums have included posters, stickers, and even a Grand Theft Auto bandanna.

"Atari served as the conduit between GamePro and Warner Bros Studios," Mao said. "But we had very specific say in the image to be used, since it still needs to serve its purpose as a commercially viable and marketable cover on the newsstands." GamePro's cover lines were printed on the polybag on all the newsstand editions. "We didn't want to clutter the hologram with cutlines," Mao said, noting that it is intended to be peeled off the cover stock and used as a poster.

Mao said Oakland-Calif.-based IDG Entertainment (IDGE) learned from its national magazine distributor that other magazines, such as TV Guide, raise

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Inside this issue

IDG Magazine's iPod special proving popular *page 2*

Publication profit margin chart *page 2*

One on one: Network World's Evilee Thibeault *page 3*

On IDG Central

Vote for your favorite photographs in the 2006 IDG Employee Photo Calendar Contest through Oct. 7! See the 40 contenders on www.idgcentral.com.

Lars Dáhmen will become CEO of IDG Sweden

Bengt Marnfeldt has project, planning roles as board's executive chairman

***Lars Dáhmen** joined IDG Sweden as a news reporter in 1987.*

IDG Sweden announced last week that Computer Sweden Editor-in-chief **Lars Dáhmen** will succeed **Bengt Marnfeldt** as CEO of the business unit, effective Jan. 1, 2006. Marnfeldt will become IDG Sweden's executive chairman of the board, focusing on international projects, such as a joint venture company that is adapting a CRM system for the Chinese market, and exploring new online-related opportunities.

"My associates in the management group [Dáhmen, CFO **Anders Huldt**, Business Development Director **Sven-Erik Remmare**, Marketing Manager **Martin Faltstrom** and Director of Internet Development **Fredrik Bernsel**] have run our day-to-day operations for more than a year," Marnfeldt said. "Lars has turned Computer Sweden into an amazingly impressive journalistic product, and he's a great leader. All our chief editors are very much involved in the business side of the operation. They are the ambassadors for the brand and, together with the project manager, responsible for the whole budget. Lars has done this for 15 years, so he's more than capable of running the entire company."

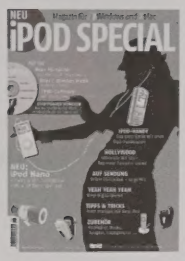
Dáhmen joined IDG Sweden in 1987 as a news reporter covering PCs, networks and larger systems. He served as technical editor from 1988 to 1989 and became editor-in-chief in 1990.

"We've worked well together in the management group for several years, and my new role will not change our plans and our goals," Dáhmen said. "The company is doing very well and remains the clear IT publishing market leader; it has a stable organization, high growth and profitability. IDG will continue to develop exciting services on the Web with even more events and products in new fields such as the environment, biotech and business."

Write to lars.dahmen@idg.se.

in brief newsworthy

IDG Magazine's iPod Special proving popular with German readers



German iPod users have scooped up the first couple of issues of IDG Magazine's iPod Special in such numbers that the company has decided to boost its frequency and plans to produce it three or four times a year. Launched last October, the debut issue sold 14,000 copies with a cover price of Euro 7.6 (US$9.35). The second issue, published in February, sold 16,000 copies. The third issue hit the newsstands last week. Web site visitors may also order the magazine online.

The magazine's editorial focuses on all aspects of the iPod including buying advice, peripherals, software and tools, music and the iTunes Music Store, technical information, tips and an expansive how-to section. Each issue also contains a CD that holds software tools, more than two hours of music in MP3 format and 90-minute audiobooks.

Sebastian Hirsch, editor-in-chief of Macwelt, serves in the same capacity for iPod Special. Hirsch said the company does not have any special arrangement or support from Apple, nor has the iPod maker advertised in the publication to date. "But besides Apple there is a fast-growing industry surrounding the iPod and sales is getting stronger with each issue" said Macwelt Director of Sales **Andrea Weinholz**. About half of the editorial is produced by Macwelt journalists with the remainder written by freelancers more familiar with the music industry.

Hirsch said his team is creating an iPod channel on the Macwelt site (www.macwelt.de/ipod) that will offer news, how-to's, reviews, downloads, tips and more. The company has registered the domain www.ipodspecial.de, which is linked to the iPod channel.

The magazine is already facing direct competition from one of its three rival Mac publishers, which quickly launched its own iPod magazine following the successful debut of iPod Special. Hirsch said the competition extends beyond that, however, because the iPod gets a lot of coverage in various lifestyle publications as well. But that hasn't dulled Hirsch's enthusiasm for the publication. "Working on iPod Special is a whole lot of fun for all of us," he said. "We've gotten a great response from within IDG as well as from outside. I hope over time people will love iPod Special as much as their iPod — then our new magazine will be even more successful!"

Contact Sebastian Hirsch at shirsch@macwelt.de. WU

Specials boost subscription revenue

IDG Magazine produces 20 "Specials," one-off publications tied to one of the group's existing brands: Macwelt, PC Welt and Digital World. The specials are not included in a regular subscription, instead readers may opt to have each special issue sent to them automatically and then decide whether or not to keep the issue. If they choose to keep the issue, they simply pay the invoice included with the magazine.

According to **Sebastian Hirsch**, editor-in-chief of Macwelt, the program is very successful with approximately 90% of its 1,800 Macwelt specials subscribers opting to purchase the issues.

Full publication profit margin report for July available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central.

CW/IW publications
1. Computerworld Malaysia
2. China Computerworld
3. Computerworld Singapore
4. Computerworld New Zealand
5. Australian Computerworld

PC World publications
1. PC World China
2. PC World Bulgaria
3. PC World U.S.
4. PC Welt (Germany)
5. New Zealand PC World

Macworld publications
1. Macworld U.K.
2. Macworld Espana (Spain)
3. Macworld U.S.
4. Macwelt (Germany)
5. Macworld Italia

Networking publications
1. China Network World
2. China Telecom World
3. Networld (Poland)
4. Network World U.S.
5. Comunicaciones World (Spain)

Reseller publications
1. China Computer Partner World
2. New Zealand Reseller News
3. Australian Reseller News
4. Dealer World (Spain)
5. ComputerPartner (Germany)

Games publications
1. GameStar (Germany)
2. GamePro (Germany)
3. PC Zone (Netherlands)
4. GameStar (Hungary)
5. GamePro (U.S.)

CIO publications
1. China CEO & CIO
2. CIO New Zealand
3. CIO Japan
4. CIO Australia.
5. CIO Singapore

GamePro

continued from page 1

their cover prices by $1.00 when they offer a holographic cover and see sell-through increases over typical issues. "We see the exclusive Matrix coverage and the holographic cover as an opportunity to increase our cover price from $5.99 to $6.99 for this issue," he said. IDGE has previously increased cover prices when it has included GamePro Action Discs and DVDs with an issue.

GamePro's newsstand print run is approximately 335,000 copies, which will not be increased for this issue. Only the GamePro EX premium subscribers, who pay a higher subscription rate to get bonus supplements, posters and game demos, will receive the holographic cover.

For more information, contact Francis Mao at fmao@gamepro.com. WU

Request your copy of World Update via PDF

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: world_update@idg.com. Do not write anything in the subject line or in the text field.

one on one *the interview*

Evilee Thibeault
The CEO & publisher of Network World in Southborough, Mass., is this week's guest columnist. Contact her at et@nww.com.

"...the tech ad market continues to put a premium on the development of new customizable products, new online offerings, new lead-generation services, as well as greater customer support for programs of any size."

*Questions for all columnists, including IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

Q **Network World recently completed a reorganization based on customer feedback. What did you learn from your customers, and how did you respond?**

A We learned that the tech ad market continues to put a premium on the development of new customizable products, new online offerings, new lead-generation services, as well as greater customer support for programs of any size. Furthermore, customers are looking for us to continually develop new ways to reach our audience, new ways to integrate our products into powerful media packages and services to help them craft their messages, as well as understand how readers are responding to those messages.

As a result, we created two new departments to be headed by **Carol Lasker** and **Kevin Normandeau** (two newly promoted EVPs) who will be responsible for every aspect of our products and sales, from business case development and initial product design to marketing, audience development, client service and integrated sales.

The mission of Kevin's Strategic Growth and Development team will be to increase our sales, profits and audience by developing innovative new products and packages of products, improving the capabilities and features of existing products, and delivering the audiences to support those products.

Carol will oversee the Brand Team, which is a newly combined online and print sales group that will handle the sales of our print, online and custom offerings. We are fortunate to have one of the most well-respected sales organizations in the industry, which enjoys not only time-tested relationships but also tremendous online expertise. The integration of our print and online sales teams allows us to support customers in the manner than best fits their needs, which is a single point of contact aided by specialists to help buyers drill down into more complex programs. Carol's group will continue to work closely with the Events and Executive Forums team, led by **Neal Silverman** (another newly promoted EVP) to sell our IT Roadmap events, DEMO and Vortex shows, custom events and webcasts.

Q **What is Dimensions?**

A Dimensions is a co-branded microsite or a special group of pages on NetworkWorld.com for advertisers to educate our audience on their offerings. Similar to an external microsite, Dimensions often include several client assets like white papers, webcasts and related content. The audience remains at NetworkWorld.com and, as a result, the client's Dimension microsite receives great co-branding benefits as well. A Dimension often carries complimentary Network World content and features detailed reporting and lead-capture forms. Dimension programs are promoted throughout Network World.com and our related newsletters. And because several of IDG's business units have similar co-branded microsite programs, they can be sold as part of a pan-IDG media solution.

Q **Has Network World considered exploring video advertising?**

A The sight, sound and emotion of TV, the ability to target like print, and the interactivity of online, yes, the market is showing a real appetite for video content. In fact, 25% of all online Americans watch at least one online video each week, most of them view the entire program, and 48% say they took some action after watching a video. Furthermore, sites that offer true video content ad opportunities are sold out six months in advance.

Network World intends to capitalize on this opportunity and will offer video content and ad opportunities in October by producing a variety of original programming to learn what resonates with our audience. While we expect our video strategy to make a profit in the first year, we are also happy to get in early and learn while market expectations are manageable. Network World is working with PC World to generate a library of best practices that will be shared with the rest of IDG.

Q **How does Network World's Online Inventory Management Project allow Network World to sell more intelligently?**

A Network World's Online Inventory Management Project was created after having several months of site-banner sell out on many Research Centers. Currently weekly, but soon to be in real-time, this program is a coordinated effort in which our ad operations team pulls reports from DART that map our forecasts for banner size to our "banners sold" commitments. After we identify areas in which inventory is tight, editorial and audience development can use the information to fine tune their efforts and generate extra attention to the needed areas.

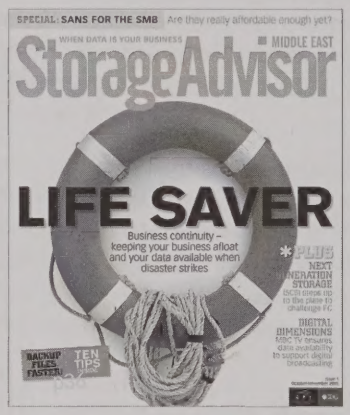
This is also proving to be a great tool for our sales team, because as demand increases and supply decreases, they can negotiate from a position of strength and command premium pricing. WU

Middle East publishing partner launches SMB, storage titles

CPI now offers seven IDG-licensed IT titles for the region

IDG's Middle East publishing partner, CPI, continues to add to its lineup of IT publications with two new titles: SMB Advisor Middle East and Storage Advisor Middle East, bringing the total number of magazines published in conjunction with IDG to seven.

SMB Advisor, which launched in July and will appear bi-monthly, targets businesses with 10 to 100 employees and offers practical advice and help to managers who may not have dedicated IT teams. "In this region of the world what people traditionally think of as enterprises don't really exist," explained CPI Editorial Director **Dave Reeder**. "The number of organizations with 500 or more employees can almost be counted on two hands. Hence, the importance of the SMB sector."



Reeder said the magazine will provide step-by-step advice for non-IT savvy senior staff and will focus on topics such as how to organize a direct mail campaign, network your five-person office and build a simple Web storefront.

Storage Advisor, which launches this week at Gitex, the region's largest IT exposition, will also appear bi-monthly and will focus heavily on the "business case for storage," Reeder said. "All too often the storage discussion gets bogged down in the technical aspects — SAN vs. NAS, iSCSCI and so on. We want to raise the level of the discussion to help people understand the role storage has to play as an enabler of business rather than a cost. So Storage Advisor will look at storage in terms of business continuity, data analysis, etc.," he explained.

Both new titles will be published in English and will have controlled circulations of approximately 10,000 throughout the Middle East including the United Arab Emirates, Saudi Arabia, Bahrain, Kuwait, Egypt, Yemen, Qatar, Kuwait and North Africa. Like all of CPI's other titles, Storage Advisor Middle East and SMB Advisor will also be available online as Zinio editions.

CPI is banking on digital editions as a means to increase penetration of the market. "We believe print will always be there, but print costs are a real hindrance to increased distribution," Reeder said. "A long time ago, the U.S. market learned that you launch newsstand and convert as quickly as possible to subscription. We see Zinio as the next stage. Our controlled circulation will convert in time to requested controlled Zinio with the same number of print copies sent out to new readers with the goal of eventually converting them as well."

Other titles published by CPI in partnership with IDG include: Comptuer News Middle East, Network World Middle East, Reseller World Middle East, PC World Middle East and Linux World Middle East & Africa. The company also maintains two Web sites: cpidubai.com and cpilive.net.

For more information, contact Dave Reeder at dave@cpidubai.com.

Macworld Italy publishes history of Apple Computer

Macworld Italy made its first venture into book publishing earlier this summer with the release of Macintosh Story. The 224-page book traces the 22-year history of Apple Computer, Inc., from the launch of the Macintosh to its recent switch to Intel chips. With an initial print run of 10,000, the book is priced at 9.90 euros (US$12).

For more information, contact IDG Italy Marketing Assistant **Claudia Cavalleri** at claudia_cavalleri@idg.it.

IDG

September 26, 2005

Business Development Specialist (CWI)
Computerworld, the flagship division of IDG, the world's leading technology media, research, and event company, is seeking a business development ""inside sales" professional to join the team in the newly created position of Business Development Specialist in its Strategic Programs & Events group. This individual will be the primary prospector/business development representative for our core and custom events as well as other Computerworld custom-produced strategic programs. Working closely with a designated senior sales team member, this individual will target specific companies and sell various levels of sponsorship packages and integrated solutions. Key responsibilities include creation, maintenance, and appropriate usage of prospect lists, daily calls into target companies, regular communication with the senior sales team, and forecasting to support the selling/closing processes. Additional responsibilities will include proposal preparation and interaction with corporate marketing to ensure integrated programs are in place. Post-sales responsibilities will feature a "close-loop," customer "ownership" and service model ranging from contract and administrative support to onsite customer liaison. The ideal candidate will have 3+ years of sales support or marketing experience, preferably in the event or hi-tech arena, a BS/BA or equivalent experience, strong attention to detail, strong communication skills and experience with SalesForce.com or equivalent experience with other web-based CRM tools. Applicants should possess a strong work ethic, good business judgement and a consultative selling style. A proven track record of selling/business development process participation is essential. Compensation package will include salary and "on-plan" incentive components. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Marketing Coordinator/Specialist (CWI)
Computerworld has an exciting opportunity for a Marketing Coordinator/Specialist to assist in the continued rapid expansion of our Strategic Programs & Events business. Working closely with various team members, the successful candidate will drive audience development campaigns, registration, speaker development/arrangements and production for Computerworld's IT Summit series brand of half-day conferences. Travel to as many as all Computerworld Summits is required. Candidates must have 1-2 years of experience in marketing with a demonstrated ability to drive attendance and track best-performing sources and practices. Excellent customer service skills, the ability to organize multiple detailed projects, proficiency with Microsoft Office, including Word, Excel and PowerPoint, and a bachelor's degree are all prerequisites. This position will be based in Computerworld's One Speen Street headquarters in Framingham, Massachusetts. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Projects Editor (CWI)
Computerworld is looking for an IT journalist to help develop webcasts, downloadable reports, and other special content for the Computerworld website. The successful candidate must be able to juggle multiple, deadline-oriented projects, and will need to have a strong knowledge of trends within the enterprise IT field in order to edit scripts and reports, and participate in live webcasts. Live webcasts will follow the format of an online seminar. Participants will speak with each other using a phone bridge; registered audience members will listen in to the discussion, view slides, and ask questions using a Web browser. Working under the direction of the senior online projects editor, the online projects editor will need to help coordinate the webcasts, prepare scripts and other editorial components, and serve as a moderator for certain webcasts. The online projects editor will also write and narrate scripts for prerecorded webcasts. While webcasts are sponsored by well-known companies in the enterprise IT field, the online projects editor is expected to uphold Computerworld's editorial independence when preparing webcast content. Training will be provided. The online projects editor will also prepare downloadable reports on focused IT subjects, using existing Computerworld news articles, features, analysis, and opinion. Besides choosing, organizing, and editing this content, the online projects editor will need to write introductions and sidebar content to round out the reports. Additionally, the online projects editor will help edit Computerworld blogs, newsletters, and promotional material, under the direction of the senior online projects editor. Knowledge of HTML and public speaking or broadcasting experience is helpful, but not required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Account Executive, GEA/Sector Accounts (IDC)

IDC's Sector Sales Group is seeking an Account Executive who will focus on selling IDC's research products to vendor clients in the Eastern Region. This position will report to the VP Sector GEA, East Coast. As a member of a collaborative team, the Account Executive will be responsible for selling into B&C Vendor Accounts and will drive new business with a specific focus on the Technology Sector. The Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Requirements for the position include 3-4 years of quota-carrying outside sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelors Degree (or equivalent) is required. This position may be based out of Framingham, MA and will require approximately 15% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Events Database Coordinator (IDC)

IDC's US Conference Group is seeking an Events Database Coordinator to join our growing team. This is a part-time position and will report directly to the Program Director. The primary responsibilities of this position are to support the new events database and to maintain data integrity, which includes building, researching and adding all lists into the database. Candidates must have exceptional database and IT skills, extremely detailed oriented and be self motivated. BA preferred. 3-5 years professional experience, prior marketing database experience preferred.
Location: Framingham, MA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Part Time Administrative Assistant (IDG)

IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 20 hours per week in our Paramus Regional Sales office. This position will support 13 - 15 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will ensure that routine office requirements are being met and the office is running smoothly. The responsibilities also include maintaining reports in Microsoft Excel and Microsoft Word, ordering supplies, assisting sales staff, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail and the ability to multitask. Previous administrative support in a sales environment a plus as well as experience with Microsoft Excel and Microsoft Word. ***Location: Paramus, NJ***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Advertising Operations Director (IDGE)

IDG Entertainment is seeking a Director of Online Ad Operations. Responsibilities include the management of IDGE's online advertising operations department including but not limited to the implementation and maintenance of all advertising technologies and reporting systems; assisting the online production team in the development of new ad products; the integration of advertising affiliates and potential acquisitions into the ad serving model; the tracking and reporting of advertising performance; the tracking and reporting of page views, unique visitors and all other pertinent user traffic statistics necessary to analyze and grow internal site traffic; advertising revenue analysis and product mix management; new business development as it relates to new advertising affiliates; interfacing with finance and accounting to insure proper revenue recognition for online advertising. A working experience of HTML, JavaScript, and DART is required. This position reports to the VP, Sales. Please submit cover letter, resume and salary requirement, and reference "Ad Ops Director" in the subject line when applying. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-3705, Email: jobs@gamepro.com

Sales Associate (MAC)

Mac Publishing is looking for a high energy, administrative whiz to provide sales support to the print sales and marketplace account managers. The Sales Associate's primary responsibilities include: assisting multiple sales people, customer contact and follow-up on behalf of the team, heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders, working with production on ad placement, and prospecting new clients. Qualified candidates will have exemplary customer service orientation, strong writing skills, Mac computer experience, familiarity with Word, Excel, PowerPoint and Quark, and a minimum of 2 years business experience preferably in a publishing/advertising agency environment. Must be comfortable working independently and as a member of a team. Knowledge of technology would be a plus. ***Location: San Francisco, CA***
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Senior Vice President (RSH)

The Senior Vice President of IDG's Research Services Group will be responsible for leading a group of research professionals working on a wide range of primary and secondary research projects for variety of IDG business units and external IT Clients. The SVP's primary responsibility will be to maintain and grow the existing client base, manage customer relationships and lead the business in such a way that it meets the needs of both internal IDG clients as well as external customers. The SVP will leverage contemporary, web-based research techniques to maximize deliverables for both primary and secondary research projects. The ideal candidate will posses significant experience with research sales, a deep knowledge of research methods and statistical techniques and analyses, marketing research, online media research, syndicated print readership studies and online traffic research. Applicants should be adept at presenting to high level executives and building relationships with senior managers. This position has full profit & loss responsibility at the business unit level. Frequent travel is required.
Location: Framingham, MA
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Conference & Editorial Director (WEC)

IDG World Expo is seeking a Conference and Editorial Director to plan and develop the editorial and educational components of IDG World Expo's Linux and Open Source events, including not only conferences and demonstration areas, but also online content including webinars, newsletters, whitepapers and blogs. This position is the primary voice of the events to the community and has the opportunity to shape the direction of the events. In this position, the Conference and Editorial Director will develop all conference and exposition content, lead advisory board meetings, develop conference and expo content, research and decide upon conference and event themes, recruit speakers, analyze conference results and feedback against metrics and attendee satisfaction, and develop strategic additions to the brand, both in-person and online. The Director will also develop all other brand-related content, both directly and by recruiting involvement of the community; webinars, newsletters, website content. The person in this position will follow trends in industry, maintain and cultivate relationships with industry experts, track competitive events and differentiate brands, drive thought leadership in the market, and represent the brand at external client meetings and at industry/competitive gatherings. This demanding position requires a BS/BA, 5-7 years of content and conference experience, and a strong knowledge of the Linux and Open Source market. The ideal candidate will have a demonstrated record of extensive involvement in open source community, strong analytical skills, exceptional creativity, a devotion to deadlines, and excellent communication skills. Travel to conferences is required. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Conference Services Coordinator (WEC)

IDG World Expo has an exciting opportunity for an energetic Conference Services Coordinator to join our team. In this position the Conference Services Coordinator will have responsibility for the coordination of logistics and operations for conference programs at our events. Responsibilities include coordinating all conference room sets, catering, signage and day-to-day contact with speakers and outside consultants. Excellent communication skills and the ability to multitask are essential. This position requires attention to detail and organizational skills. The ideal candidate will possess up to 3 years of related experience in tradeshow planning and have experience working with Microsoft Office. Some travel will be required. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

IDG Training and Development Group unveils new Integrated Selling program

As IDG business units create more diversified revenue streams it becomes more important for sales teams to be proficient at selling integrated solutions. To be successful, sales teams must feel comfortable with the terminology, processes and measurement of their interactive offerings and understand how to present those offerings effectively to the customer.

To help IDG business units achieve this, the IDG Training & Development group has retained Doug Weaver of the Upstream Group, a highly regarded strategist and opinion leader in the world of online advertising, to deliver a one-day training program that will provide the data and insight needed in a compelling, interactive and time-efficient manner.

Some of the topics to be covered include:

- The Multi-Platform Rep: Solution Selling for a New Age
- Demystification: How Web Advertising Works
- Solutions: What's for Sale?
- The New Marketing Hierarchy
- A Platform for Cross Selling
- Building Toward Collaboration

The sessions will be offered in San Francisco and in Framingham, Mass., on the following dates:

San Francisco — Wednesday, Oct. 12 from 8:30 a.m. to 5:00 p.m. at the San Francisco Marriott

Framingham — Tuesday, Nov. 15 from 8:30 a.m. to 5:00 p.m. at 500 Old Connecticut Path.

The cost for participation is $750. For more information contact Training and Development Manager **Laurie Butson** at laurie_butson@idg.com or 508-935-4777.

Network World honors top sellers at annual sales meeting

Earlier this month, Network World held its annual sales meeting in Southborough, Mass. Approximately 45 sales representatives, sales coordinators and members of the marketing department attended to discuss the upcoming year's sales programs and tactics, along with special guests such as IDG President **Bob Carrigan** and IDG Communications List Services Account Executive **Amy Bonner**.

*Regional Account Director **Karen Wilde** (l), who won the Salesperson of the Year award, and Associate Publisher, West, **Sandra Kupiec**.*

*Regional Account Director **Courtney Cochrane** (l), winner of the Page Profit Master award, with Regional Account Director **Jacqui DiBianca**.*

During the meeting, various Network World employees were honored with the company's annual sales awards. The winners included:

- Salesperson of the Year: Regional Account Director **Karen Wilde**
- Market Share Champion: Regional Account Director **Becky Randell**
- Event Salesperson of the Year: Events Regional Account Director **Kristin Cianci**
- Favorite Partner Award: Senior Account Coordinator **Agata Joseph**
- Online Salesperson of the Year and New Business Champion: Online Account Manager **Deb Lovell**
- Page Profit Master: Regional Account Director **Courtney Cochrane**
- Marketplace/Emerging Markets Overall Sales Performance: Manager **Caitlin Horgan**

Coming up

GridWorld
Oct. 3-6
Boston Park Plaza Hotel & Towers
www.idgworldexpo.com

LinuxWorld Conference & Expo
Oct. 5-6
Olympia 2
London
www.linuxworldexpo.co.uk

Home Entertainment Expo
Oct. 7-9
Auckland, New Zealand
wayne_patterson@idg.co.nz
http://idg.net.nz/homeentertainmentexpo

RoboNexus
Oct. 9-11
San Jose Convention Center
San Jose, Calif.
www.robonexus.com

IDC Italy eGovernment Conference
Oct. 10
Grand Hotel Parco dei Principi
Rome
www.idc.com/italy

Exhibition Infobalt
Oct. 19-22
Lithuanian Exhibition Centre
Vilnius, Lithuania
www.infobalt.lt

Computerwoche Jobs & Careers
Oct. 24-28
Systems Fair
Munich, Germany
pmuehleck@computerwoche.de
www.idg-veranstaltungen.de

Compu XXIV 2005 Vida Digital
Oct. 24-30
Centro de Exposiciones y Convenciones Mitad del Mundo
Quito, Ecuador
andrealavarello@pcworld.com.ec
www.compuecuador.com

Computerworld's Storage Networking World
Oct. 24-27
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.snwusa.com
ann_harris@computerworld.com

IDG Security World 2005
Oct. 28
Grand Hyatt Hotel
SIngapore
www.idgsecurityworld.com.sg/

PC World Global Product Support Center meeting
Nov. 6-8
Westin St. Francis
San Francisco
Contact: Sandy Wong
sandy_wong@pcworld.com

Enterprise Global Product Support Center meeting
Nov. 8-10
Westin St. Francis
San Francisco
Contact: Don Kennedy
don_kennedy@idg.com.au

LinuxWorld Conference & Expo
Nov. 9-10
Jaarbeurs
Utrecht, the Netherlands
www.linuxworldexpo.nl

noteworthy people

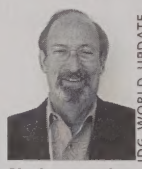
New employees

LESLIE BACHAND

Bedar

Most recently an associate at a law firm, Inquiry Analyst **Lee Bedar** has joined IDC Framingham's IDC Inquire group, working with the Storage, Pricing and Peripherals teams. Lee has a B.A. in American Studies from Tufts University, in Medford, Mass., and he received his B.A. and a J.D. from Boston College Law School. A proud new uncle, he enjoys playing soccer and volleyball and traveling.
lbedar@idc.com

Transfers


IDG WORLD UPDATE

Netherwood

IDG World Expo LinuxWorld Sales Manager **Frank Netherwood** is now InfoWorld's director, Events Sales and Custom Publishing. He will be responsible for revenue generation by offering integrated marketing solutions for InfoWorld's existing and new clients through InfoWorld.com, InfoWorld Magazine, InfoWorld Events, Research and Custom Solutions. He studied electrical engineering at the University of California/Berkeley and plays golf, collects contemporary watches and enjoys "expanding my knowledge of barbeque and wine, usually at the same time."
frank_netherwood@infoworld.com

Michael Siggins, previously CXO Media's group director, Custom Publishing, moves to a new role at Network World as associate publisher of custom media. He is charged with providing turnkey solutions to network IT vendors that will enhance communications with their customers and prospects through a portfolio of custom magazines, webzines and newsletters. "Our customers need to communicate with and nurture their customers and prospects in different ways in order to educate them and provide deeper value," said CEO & Publisher **Evilee Thibeault**. "With Network World's expertise in media, it makes sense that our customers look to us to design programs and products to notch-up their communications." Siggins holds a B.F.A. from Syracuse University in New York. *msiggins@nww.com*

IDG WORLD UPDATE

Allen

Danny Allen moves from PC World Australia, where he was reviews editor and worked in the Test Center, to join PC World U.S. as an associate editor, dividing his time between the editorial department and the Test Center. He completed a compulsory week of work experience for school at PC World when he was 15, then spent a summer as an editorial assistant at Computer Living, which was then co-owned by IDG Australia. He studied mass media, marketing and philosophy at University of New England in Armidale, New South Wales, and enjoys soccer, electronic music production, video mixing and, maybe soon, motorbikes. "I'm just not too sure about those windy streets of San Francisco yet or the over-population of utility vehicles. However, I recently survived the U.S. immigration/visa system and came out on the other side in (mostly) one piece."
danny_allen@pcworld.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Two employees honored for performance with STAR Awards

Two Framingham, Mass.-based employees earned Boviard STAR Awards last month in recognition of their demonstrated ability to provide outstanding service, teamwork and results to colleagues. **Seanna Maguire**, senior research analyst at IDG Research and **Barbara Duphily**, accounts payable supervisor in the IDG Corporate Accounting group, accepted their awards at a summer party for Framingham, Mass., employees.

***Seanna Maguire**, standing with **Ted Bloom**, displays the plaque that accompanies the Tiffany crystal star and cash gift given to all STAR Award winners.*

Seanna, who joined the company in 1990 and whose primary responsibility is providing CIMS Intelliquest and MRI data to the sales forces of various U.S. publications, was cited for her "proactive, courteous and detail-oriented service" in working with PC World's sales reps each day. "Seanna has helped our reps maintain and win print business with key clients," noted her nomination. "She provides data beyond what is requested, when relevant, and in an extremely timely fashion."

***Barbara Duphily** accepts her award from IDG CFO **Ted Bloom** at the summer outing.*

Barbara, a seven-year IDG veteran, is responsible for overseeing the processing of of all payments including expense reimbursements, issuing 1099s, and the monthly close of accounts payable and fixed assets. Her nomination noted, "expense checks get paid on time and every time. Barbara understands how important expense checks are to salespeople who front the company money with faith they will be reimbursed."

STAR Awards are presented twice a year to employees from IDG's corporate groups as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions. They are given in memory of the late **Jay Boviard**, who served as IDG's corporate credit manager. Nominations are reviewed by Human Resources Services Division Director **Alana Jones**, IDG CFO **Ted Bloom** and IDG VP/Corporate Taxes **Jayne Enos**.

Contact IDG Office Services Manager/Executive Assistant to the CFO **Lucy Sheehan** at lucy_sheehan@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Michael O'Neil *IDC Canada*
David Hill *IDG International Publishing Services*
David Bromley *IDG World Update*

18
Lisa Lary *Connell Communications*
Sue Yanovitch *CXO Media*

17
Michael Malone *IDG*
Nancy Sheehan *IDG*
Hilary Smith *IDG*

16
John St. Martin *IDC*

15
Dick Denechaud *IDC*

14
Nancy Newkirk *IDG*

13
Donna Moschella Hopkins *IDG World Expo*

12
Chris Jarmul *IDC*
Carol Lasker *Network World*
Michele Peoples *IDG Research Services*
Cheryl Talamini *IDG*
Tom Vahey *IDG*

11
Patricia Duhl *IDC*
Bronislaw Piwowar *IDG Poland*

10
John Daly *IDC*
Sara Culley *Computerworld*
Glenn Mosesso *IDG*

9
Brian Kukowski *IDG*

8
Tanya Braitchouk *IDC U.K.*
Barbara Hall *IDC Canada*
Jun Kawahara *IDG Japan*
Bing Zheng *IDG Asia*
Jennifer McKean *IDG Research Services*
Nancy Weil *IDG News Service*

7
Lottica Fredlund *IDG Sweden*
Michele Putt *IDG International Publishing Services*

6
Brian Burke *IDC*
Rajnish Arora *IDC Singapore*
Doug Dinely *InfoWorld*
Laurie Butson *IDG*
Brian Smyers *IDG*
Rafael Iglesias *PC World Latin America*
Pauline Boyle *IDG*

5
Gary Streng *InfoWorld*
Debra Camerato *IDG World Expo*
Michael Beane *IDG*
Larry Arthur *IDG Global Solutions*
Sara Scogland *IDG*
Wayne Humphrey *IDG*

4
Darrell Baker *IDG World Expo*
Morris Levitt *Bio-IT World*

2
Fred O'Connor *IDG News Service*
Howard Sholkin *IDG*

1
Kevin Greene *IDC*
Verner Bager *IDG Denmark*
Mitsuyuki Tomiyama *IDG Japan*
Ken Aoyama *IDG Japan*
Jennifer Sand *Network World*
Jennifer Bush *IDG New Zealand*
Daniel Vergara *IDG Brazil*
Ivy Wang *IDC China*
Rowena Francisco *IDC Philippines*
Justin Lewis *IDG Entertainment*
David Lee *IDG Films*
Henry Nguyen *IDG Ventures Vietnam*
Sarah Santos *IDG*
Konstantin Levin *IDG*
Mike Sponseller *IDG World Expo*
Tamika Brock *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

2006 photo calendar contest voting begins today on IDG Central!

Beginning today, the top 40 vote getters (as judged by a panel of employees from IDG International Publishing Services) in this year's employee photo calendar contest are available on IDG Central for your viewing — and voting — pleasure. The photos will remain online through Friday, Oct. 7. All employees are invited to visit IDG Central and vote for the 12 photographs they would like to see featured in the 2006 calendar.

If you haven't yet visited IDG Central or you've forgotten your login and password, you may request them online using the form you will find at www.idgcentral.com.

The names of the winning photographers will be announced in IDG World Update on Oct. 24.

Here is just a sampling of the photos you will find online.

Thanks to everybody for entering and good luck to all the finalists!

celebrating 10!

Shi Jun

Joined China Computerworld
May 1, 1994

Career path
1994-2001, Vice Director and Director of Publishing and Distribution Department, China Computerworld; 2001-2002, General Manager of Distribution Department, China Computerworld Publishing and Servicing Co. (CCW Co.); 2003-present, Director of Printing Affairs Department, CCW Co.

Responsibilities
I am in charge of the coordination and administration of all printing houses, the purchase and administration of printing paper, and internal coordination among all the newspapers and magazines within the group.

Best part of your job
Gaining the trust from the company's leaders and having a place to put my abilities into full play.

What's kept you at IDG for 10 years?
The great working environment of the CCW group.

Of what accomplishment at work are you most proud?
Winning the trust of both leaders and colleagues.

Outside interests
Traveling, photography, swimming and driving.

Family
My wife and my 22-year-old son Shi Xing.

What did you want to become when you were a child?
A person with great accomplishments.

Shi Jun *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent lunch in Beijing to celebrate his 10th anniversary with China Computerworld Publishing and Servicing Co..*

If you won the lottery tomorrow, you would...
Buy a new house and donate part of the money to charity.

Favorite vacation spot
Hawaii.

Retirement dreams?
Enjoy life and nature with family members and do what I want.

Manager's profile
"Mr. Shi Jun has not only become an expert in printing, but he is also very knowledgable about the paper market and helps the group make decisions on the purchase of paper. As a result, he has lowered the printing and paper purchase costs, saving a lot of money for the group. Shi is enthusiastic, open-minded, devoted and professional. He has been elected as the chairman of the Trade Union for three sessions, winning the admiration and trust of all the staff of the group."

— Guo Linxia, Vice President of China Computerworld Publishing and Servicing Co.

IDG Central scavenger hunt winners receive iPod Shuffles

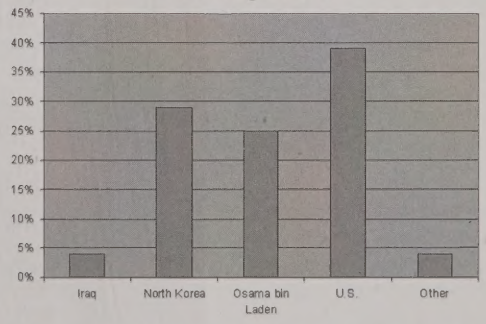
Three employee names were chosen in a random drawing of all the correct entries in the IDG Central contest announced in the Sept. 5 issue of IDG World Update. They are:

- InfoWorld Deputy Managing Editor **Alec Wagner**
- IDC Group Operations Manager **Karen Weston**
- IDC Research Analyst **David Linsalata**

Congratulations!

Question of the Week for Sept. 19:

Which entity poses the greatest threat to world peace?



Go to www.idgcentral.com to vote for this week's question: How would you rate the eight- to 25-year jail term given to former Tyco International executive Dennis Kozlowski for corporate fraud?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Claudia Cavalleri *IDG Italy*
Mats Eriksson *IDG Sweden*
TerryAnn Fitzgerald *Network World*
Diane Gittlen *Network World*
Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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DEMOfall's lineup showcases simplicity

65 products chosen deemed most likely to change how people interact digitally

In her keynote address at DEMOfall last month, Executive Producer Chris Shipley said that the IT industry is headed into a new phase, one driven by the individual's choice and control of information systems, a shift from IT management to IT facilitation. That phase was given credence by the 65 companies that announced products to more than 500 business development executive, venture capitalists, entrepreneurs and journalists at the two-day show in Huntington Beach, Calif.

THE NEXT BIG IDEA
DEMO 05 fall

"The umbrella theme for DEMOfall is a move toward simplicity, whether we're talking about consumer Web services or enterprise applications and IT management, the coming wave of innovation is all about making our lives easier," Shipley said.

After considering approximately 400 products from consumer gadgets to mobile services to enterprise systems, Shipley selected only the 65 she deemed most likely to change how people interact digitally. "The rapid growth of social media over the past 12 months will pale in comparison to the activity that is to come in the year ahead," Shipley said. "There is a tremendous amount of innovation happening in the e-commerce space as it enters its second decade of existence."

All 65 of the selected companies presented their products and services onstage at DEMOfall. Most were given six minutes — without using a PowerPoint presentation — to show their product and explain its value. Based on the program theme and product demonstrability, a handful are chosen to give three-minute Hot Seat presentations.

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InfoWorld event targets government market *page 2*

Column: What I've learned about cross-business projects *page 3*

Digital World Tokyo debuts as Web log *page 5*

Celebrating 10: IDG China's Chen Mei *page 8*

IDC launches Health Industry Insights

Late last month IDC formally announced its fifth industry-specific end-user company, Health Industry Insights, which joins sister companies that focus on financial services, life science, energy and manufacturing. The new research and advisory practice provides health industry executives and senior managers with research, business cases, benchmarking and best practices on the use of IT. Health-care decision makers will be able to use these products and services to improve the coordination and delivery of consumer information and patient care while also streamlining operations.

The IDC Vertical Markets group's recent five-year IT market forecast shows that the healthcare provider segment is among the fastest-growing vertical markets and is expected to have a 7.4% compound annual growth rate, going from $31 billion in 2004 to $44.2 billion in 2009.

"The health industry is being driven by a number of key factors, most notably the simultaneous increasing demand for health care services and mounting pressures to reform the health chare system," said VP/Research **Jim Hansen**. "Investments in IT and the successful adoption of associate initiatives, such as customer relationship management capabilities, have historically lagged behind other industries. In 2005, the U.S. healthcare sector spent only 4% on IT hardware, software and services, quite low compared with government (11.3%) and banking (9.9%). Deriving greater value from IT is critical to optimizing the effective and efficient delivery of care and other related services."

Hansen

Hansen joined IDC in May after serving as a research and strategy director at First Consulting Group. Program Director/Health Payer Research **Lynne Dunbrack**, who came on board last month, has more than 20 years of experience in the industry,

continued on page 5

On IDG Central: Vote for your favorite photos

Don't miss your chance to vote for which photos you think should be in the 2006 IDG Calendar! Voting ends Oct. 7. Go to www.idgcentral.com.

Coming up

Home Entertainment Expo
Oct. 7-9
Auckland, New Zealand
http://idg.net.nz/homeentertainmentexpo

RoboNexus
Oct. 9-11
San Jose, Calif.
www.robonexus.com

IDC Italy eGovernment Conference
Oct. 10
Rome
www.idc.com/italy

Computerwoche Jobs & Careers
Oct. 24-28
Munich, Germany
www.idg-veranstaltungen.de

Computerworld's Storage Networking World
Oct. 24-27
Orlando, Fla.
www.snwusa.com

More IDG events are in IDG Central's Events section.

InfoWorld conference targets government market

InfoWorld expanded its SOA Executive Forum into the government arena last month with the premier of SOA For Government in Washington, D.C. The one-day event on service-oriented architecture — which promises unlimited software reuse and interconnection across standard interfaces — exceeded overall revenue and margin targets, said InfoWorld Marketing VP **Paul Calento**.

SOA For Government drew 153 attendees, more than twice the expected number, from federal, state and local agencies. Among those present were the CIO of the U.S. Army, the CTO of the Peace Corps, the branch chief of the Environmental Protection Agency, as well as representatives of civilian, defense and intelligence agencies.

"InfoWorld is expanding the SOA series both with larger scale events as well as vertical ones," said IW Director of Events **Jill Martay**."In addition to the successful government event, we're investigating additional verticals where SOA provides unique business advantages. These include telecommunications, pharmaceuticals/healthcare, finance and manufacturing. These smaller events will also help build attendance for InfoWorld's larger SOA Executive Forum events."

Martay listed Joe Paiva of the U.S. Army's Business Enterprise Architecture Team and KPMG's Mark Forman, the former U.S. administrator for e-government and IT, as notable speakers. Managed by Martay and her team of two, SOA For Government used the editorial and speaking expertise of IW Editor-in-chief **Steve Fox** (master of ceremonies for the event), Executive Editor **Eric Knorr** (who led a panel discussion), and Senior Editor **Neil McAllister** in creating the program and cross-marketing the event with CXO Media to attract leading government decision makers.

The event had a dedicated content area on www.infoworld.com, as well as a print supplement that was distributed to government readers. All sponsors, which included BEA Systems, SOA Leaders and Dante Consulting, purchased an integrated marketing program encompassing the event, online and print.

For more details go to www.soaexecutiveforum.com/gov or contact Jill Martay at jill_martay@infoworld.com. The next SOA Executive Forum is Nov. 7-8 in New York City.

IDG Vietnam's finance event improves on '04 revenue

The second annual Vietnam ICT in Finance conference and expo proved to be an even more lucrative event than its successful debut. The Sept. 13-15 event in Hanoi brought in 100% more revenue than last year, with 28 vendors compared with 16 in 2004, among them Oracle, HP, Microsoft and Symantec.

Even though the 1,500 visitors (those who had free passes to the exhibits) and 500 paying conference attendees were at a slightly lower level than last year, co-organizers IDG Vietnam and the country's Ministry of Finance were very pleased with the results, especially with the number of ministry-level VIPs who attended, said IDG Vietnam Managing Director **Tam Le**.

*(L-R): **Lam Nguyen**, business development director, IDG Asia; Dang Duc Mai, deputy general director of Vietnam's Department of Financial Informatics & Statistics; **Thuan Nguyen**, event director, IDG Vietnam; Nguyen Sinh Hung, minister, Ministry of Finance; Mr. Duong, sales manager, HP Vietnam.*

The conference focused on taxation and customs services, as Vietnam aims to modernize its customs service by 2006 to meet international standards on supply exchange and also reform its taxation system by 2010.

*IDC VP/Storage Research **Robert Gray** spoke at the opening banquet.*

During the event, IDG Vietnam presented IDG Scholarship Awards, and a credit for supplies, to 159 disadvantaged students from Hoi An province who are pursuing IT careers.

IDG Vietnam plans to produce 11 trade shows and conferences in FY06, among them Banking Vietnam, Vietnam Computerworld Expo, ComNet Laos, E-Government, ComNet Vietnam, and ICT in Education.

One new event will be the APEC CIO/CEO Summit & Awards in November.

Contact tam_le@idg.com.vn.

what I've learned about...

Executing projects across multiple business units

Morris "Mo" Effron, VP/information technology for IDG International Publishing Services in Boston, joined IDG in 1996. During his tenure he has worked on numerous cross-company collaborative projects, most recently spearheading the ongoing development of a unified customer database and online registration system. His most challenging collaborations occur outside work, with his two teenage sons. Reach him at morris_effron@idg.com.

Executing projects that span business units and lines of business is a growing necessity for IDG's continued success. In the online world, where our future lies, size and speed are critical, and collaboration is our key to both. Doing such projects within IDG's fiercely decentralized culture and structure is uniquely challenging. Some have said it can't be done. But in fact it is being done — I and others have the scars to prove it. I'd like to share a few thoughts on certain keys to the success of such efforts.

1. Invoke a higher authority.
The age-old business truism that a project must have senior-level support to succeed is critically true for cross-unit projects.The undertaking must have the explicit endorsement of an authority who oversees the parties involved. At IDG, this oversight rightly takes the form of a broad statement of a key business issue we must address and a deadline to do so, leaving the particulars of exactly what we do and how we do it to others to determine. In January of 2004 [IDG CEO] **Pat Kenealy** stated that IDG/U.S. had to have a shared solution for online registration that used a common customer database in 120 days. Others then defined the detailed business requirements for such a system, researched and picked a solution, created and implemented the system, and launched the eMeta system on computerworld.com and infoworld.com in June 2004. eMeta is now a crucial back-end system for all IDG/U.S. enterprise sites on which we're continuing to build some of our most important online initiatives. Recently, IDG Communications President **Bob Carrigan** has done exactly the same thing regarding several critical online business needs: identify what we need to accomplish, set a deadline, and task others with defining and delivering on those needs. Current cross-unit efforts around webcasting, white papers, lead generation, content sharing and paid listings are the result.

2. Engage the key stakeholders.
Even with the support of senior management, no project can succeed without the commitment of the folks it directly affects (another business truism). You've got to make sure that each affected party is represented on the project team. Picking the right people to make up the project team, in terms of skill-set, credibility and personality, is essential. However, representation alone is not enough — the team members have to become invested in the outcome. At IDG, this means making sure that each team member's voice is heard and that agreements are forged by consensus, not edict. This is not the shortest path to a result, and it necessarily involves compromise along the way, but people don't "own" solutions they haven't actively authored. To achieve greater involvement, and distribute effort, share the idea-generation and consensus-building tasks amongst the team members. This is how many thorny details concerning eMeta data collection and ownership were resolved, and it's how we're tackling similar issues regarding common standards across lead generation and content sharing activities.

3. Over communicate.
In any project predicated on empowering team members and building consensus, extensive communication is absolutely critical. First, people need an opportunity to be heard. Face-to-face meetings are ideal; conference calls the next best thing; e-mail threads are bad. Second, it's important to keep key players outside the project team informed. They don't have to be copied on every project communication, but they should be included on key decision and milestone documents. You don't want to hear anyone in authority say, "I didn't know that, and I don't agree!" To that end, third and perhaps most important is to document, in writing, every decision made and the rationale for it. It's hard enough to forge consensus. Once you do, secure that piton in writing and share it with all team members so there will be no subsequent backsliding. Rumor has it that team members dread my e-mails because they're so frequent and long, and we've certainly cleared a forest or two during projects like eMeta and the pan-IDG/U.S. search and related links initiative. But there's just no substitute for having it all in writing.

4. Stay flexible.
Sometimes you start a project with a goal in mind, but over the course of the project conditions change and the target starts to move. Maybe some of the business assumptions underpinning the original goal no longer seem valid. Or perhaps initial results of the proposed solution are not meeting expectations. Or perhaps the goals themselves have changed. In the online world things move very quickly, and this can happen. Further, in IDG's decentralized culture new ideas and opinions are constantly appearing, and managing priorities and direction is a constant challenge. Given how hard it is to get senior-level support and forge consensus, there is tremendous inertia in cross-unit projects.

continued on page 6

Museum partership offers visibility

The Inny Awards were a new feature at DEMOfall. The event partnered with San Jose, Calif.,'s Tech Museum of Innovation to award six Innys to innovative products that will effect people's lives, following the museum's mission to inspire innovation. Inny Award-winners' products will be shown in the museum's hands-on DEMO@TheTech area, receiving a much broader exposure — the museum sees approximately 500,000 visitors annually — than at the two-day DEMOfall. The winners were the following: Echelon Corp's Pyxos Embedded Control Networking Platform; Callpod, Inc.'s conferencing technology; Destinator Technologies, Inc.'s live navigation system; Roku LLC's SoundBridge Wi-Fi Music System; SchmartBoard, Inc.'s SchmartBoard/ez circuit soldering model; and YackPack's Internet communications service.

DEMO site gets new look

Not only did Network World's IDG Executive Forums recast its DEMOmobile event, it also relaunched the DEMO Web site (www.demo.com). "This relaunch was a combination of the previous 'brochureware' used for each DEMO conference, content from our DEMOletter blog site and a complete revamp of our archived demonstrator video files," said Network World Senior Director of Marketing and Business Development **Michael Garity**. Users can now go to demo.com home page and immediately view upcoming conference information, get the latest DEMO news and see the six-minute demonstrator presentations of every demonstrator from the past couple of years in streaming video. "We were able to edit, reformat and upload all 65 demonstrators at DEMOfall onto the site 24 hours after the show ended," Garity said.

DEMOfall

continued from page 1

Established in 1999, DEMOfall was until this year known as DEMOmobile, which concentrated solely on the mobile and wireless market. "Based on attendee and demonstrator demand, it became apparent that the market could support — and needed — two annual large-scale DEMO conferences to launch a broad range of technologies. DEMOfall successfully represented mobility, consumer and enterprise products in its selection of demonstrators.," said **Neal Silverman**, executive VP, Network World Events and Executive Forums, which organizes the DEMO events.

"DEMOfall is a great way to see a swath of wide-ranging companies in a short amount of time and actually talk with the executives," said Alexander Lloyd, a venture partner at Rustic Canyon Partners in Santa Monica, Calif. "Very rarely do you get to see so many new companies that are vetted in one location."

"The rapid growth of social media over the past 12 months will pale in comparison to the activity that is to come in the year ahead."

-- Chris Shipley, executive producer, DEMOfall

Some of the products launched at past DEMOs include the Palm hand-held device, the TiVo digital recorder and Sun Microsystems Inc.'s original Java programming language. "We want to show great innovation first and foremost," Silverman said. (Not all the products at DEMOfall were tech gadgets. IMMI's SafeGuard child car seat was chosen for the vast amount of technology used to develop it.)

Qualcomm, Inc. was the Exclusive Principle Sponsor of the event; other sponsors included Ceonex, Lenovo, Porter Novelli, Verizon Wireless and The SCO Group. Media partners included Business 2.0, PR Newswire, Tech Confidential and The Deal.

Earlier this year Conferenza, a resource for information regarding technology conferences. gave DEMOfall Executive Producer Chris Shipley its Host of the Year award for the second year in a row.

DEMO alumni this year enjoyed a new element this year, the Producer's Circle, a special priority registration that included discount registration fees, special giveaways, exclusive seating and invitations to the press dinner. "These all helped drive registrations and reinforce the loyalty we have from our long-time repeat attendees," Silverman said.

The next DEMO will be held in Phoenix Feb. 6-8, 2006; the next DEMOfall will be held Sept. 25-27, 2006 in San Diego, Calif. For more information go to www.demo.com or contact Neal Silverman at nsilverman@nww.com. WU

A peek at some products

One focus of DEMOfall was tools designed to make cell phones computing tools, a move that appeals to both consumers and the tech industry. Among the products that debuted at DEMOfall were the following:

- AirSet, a mobile groupware service from Airena, Inc. that networks a phone's contacts, calendar and to-do list applications with a user's work, family and friend groups.
- ComVu Mobile, a Webcasting platform from ComVu Media, Inc. that operates on mobile devices or PDAs, turning phones into broadcasting devices.
- Destinator Technologies, Inc.'s Destinator and Destinator Anywhere Server navigation system that provide a platform for location-based consumer applications.
- Digital Chocolate, Inc.'s "MLSN Sports Picks," a sports prediction club in which league members compete within a special-interest community.

People of all stripes are embracing social networks, online communities and blogs to stay connected. DEMOfall Executive Producer Chris Shipley said these three products jump-start that action:

- YackPack's Web-based service, YackPack, captures and conveys the expressiveness of human speech among group members.
- Ezboard, Inc.'s Yuku collaborative blogging platform shares advertising and premium content subscription revenues with bloggers and online community creators.
- Six Apart Ltd.'s TypePad 2.0 blogging platform offers a flexible, private workspace that lets users aggregate, store, publish and share any type of media.

For a complete list of DEMOfall presenting firms go to www.demo.com/conf/.

IDG

October 3, 2005

Senior Editor, Custom Publishing (CXO)

CXO Media is seeking an experienced senior editor to support Custom Publishing content direction. Job entails consulting with clients, as well as working with writers, designers and project managers to create custom supplements, magazines and web content. Top-notch editorial & communication skills a must, as are business/technology background and abilities to multi-task and contribute to new business development.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Marketing Director (IDGE)

In this role, the Director of Marketing will be responsible for developing and executing online and print marketing plans. Job responsibilities include refining and executing brand messaging by working with editorial and sales leadership; managing the operations and logistics function for company events and industry trade shows, developing strategy and overseeing execution of all sales-related tools including core presentations, competitive analyses, collateral and sales programs and developing and leading research efforts for IDG Entertainment. The ideal candidate will possess exceptional communication skills, both written and oral, as well as strong analytical, strategic and organizational skills. Requires publishing industry knowledge, a proven track record of developing marketing communications programs, a minimum of 7 years in related field, and a BA/BS Degree or equivalent experience. Please indicate Marketing Director in the subject line when applying to this position.
Location: Oakland, CA
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Eastern Online Regional Sales Manager (IFW)

Using a thorough understanding of the technology market and InfoWorld.com's position and value in that market, the Online Regional Sales Manager for the east coast will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for InfoWorld.com. Additionally the Online Regional Manager will work closely with InfoWorld print sales reps on integrated sales opportunities. Qualified candidates will have 5+ years experience in online ad sales (technology company or computer publication preferred), contacts in the computer industry, and a proven sales track record. The ideal candidate will have top-notch communication, negotiation and presentation skills. If your career goals include being a key member of a dynamic, successful sales group, you will want to meet our team. InfoWorld offers competitive salaries, superior benefits, and an ongoing commitment to employee development. Please send cover letter, resume and salary requirements to: jobopps@idg.com and reference 'IFW Online Regional Sales – East' in the subject line.
Location: East Coast
Contact: J. Steele, Fax: 415-974-7316, Email: jobopps@idg.com

Desktop Support Specialist (IPS)

IDG's International Publishing Services is seeking a highly motivated individual with exceptional organizational skills to provide desktop support to internal clients. The Desktop Support Specialist will handle purchasing, installation, customization, maintenance and support of all end-user hardware and software assets for the organization. This position will be the first line of support for all users, responsible for insuring that user questions and problems are fully addressed in a timely manner. In addition this position will be responsible for documenting standard end-user policies, practices and procedures as well as researching and recommending new products and procedures to expand operations of the organization. Candidate should have excellent trouble-shooting skills necessary to diagnose and resolve Windows based hardware and application and connectivity problems, in a busy customer service oriented environment. The successful applicant will have experience supporting Windows XP, Internet Explorer, Lotus Notes and Microsoft Office products. 1-3 years experience in a technical customer support role with excellent written and verbal communication skills is required. ***Location: Boston, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Analyst (IDC)
IDC's Personal Computing group is looking for an individual with superior analytical, communication and data management skills to be part of our team tracking the US PC marketplace for the Worldwide Quarterly PC Tracker product. Responsibilities include: managing the collection of data for the US PC market, analyzing and reporting on PC market dynamics, competitive analysis, and data management and reconciliation. This program has high visibility with the major IT vendors. The analyst must be capable of working with vendors and end-users. The position requires superb communication skills, as well as experience with client presentations. The position also requires strong data management and analysis skills including MS Excel, MS Access, market analysis/forecasting experience, and the ability to multi-task. The ideal candidate will have at least five years experience working in the vendor or end-user community. Knowledge of the PC market and associated technologies is a definite plus. SQL or other database knowledge is also a plus. Some travel is required. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Client Service Rep, Enterprise Custom (IDC)
IDC is looking for a Senior Client Service Representative to support a $17+ million account base in consulting/Go-to-Market solutions. The Sr. CSR will work closely with the IDC West Coast based Enterprise Accounts supporting several custom solutions sales professionals. The Sr. CSR will assist the West Coast Enterprise Custom Solutions Sales team in developing, proposing, and closing custom research projects with major IT Vendors, which will include selling traditional custom research, as well as speeches and custom marketing services. Additionally, specific responsibilities include: being the primary customer service contact for the client base; managing all incoming questions/issues and providing resolution; helping to increase revenue of custom research/custom solutions within the West Coast based accounts; warm calling past customers to inquire about their research needs; assist with billing and invoicing issues; partnering with Finance to reconcile monthly booking information; and entering customer information into sales databases. The Sr. CSR will also assist with account strategy and building relationships within all client sites. This position reports to the Vice President, Enterprise Custom Solution Sales and will require some travel to include client visits and functions, and internal meetings. To be successful in this role, candidates must have a Bachelors degree (or equivalent experience) with 3-5 years of business experience. Candidates must have a customer service attitude, be dedicated to providing exceptional customer care and be able to communicate effectively (written and oral) with both internal and external clients. Candidates must be able to manage workload efficiently, be organized, efficient and detail-oriented. Ability to multi-task and knowledge of MS office products is required. Experience with PowerPoint and a database system is a plus. This position will be based out of IDC's San Mateo, CA offices. ***Location: San Mateo, CA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

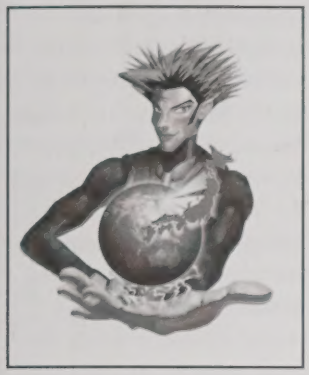
Current Jobs, Week of October 3, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Circ	Part-time Circulation Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Events	Event Director	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Edit	Managing Editor, Online Channels	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Networking	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Storage	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Business Development Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Coordinator/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Online Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Projects Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Cust Pub	Group Director, Custom Publishing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Cust Pub	Senior Editor, Custom Publishing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Mktg	Vice President, Marketing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Audience Development Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Producer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Marketing and Commerce Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Product Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Reporter	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online Sales	VP, Online Sales	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	VP of Sales/Business Development, CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Mktg	Director, Program Development	San Francisco CA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Project Manager	East Coast	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Admin	Administrative Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Edit	Online Editorial Intern	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Intern	Online Development Internship	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Mktg	Marketing Director	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online	Advertising Operations Director	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online	Associate Web Developer	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Online Sales	Online Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Senior Account Executive	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	Research	Senior Vice President, IDG Research Services	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
InfoWorld						
	Online	Product Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online Sales	Eastern Online Regional Sales Manager	East Coast	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Tech	Senior Software Engineer	San Francisco CA	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
International Data Group						
	Admin	Part-Time Administrative Assistant	Paramus NJ	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Ad Coord	Advertising Operations Coordinator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Ad Sales	Sales Associate	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Admin	Executive Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	IS	IT Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Serv	Client Services Administrator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Director of Operations	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Manager of Audience Development, Online	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333
PC World						
	Ad Sales	Sales Associate	Paramus NJ	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Ad Sales	Senior Account Manager	Paramus NJ	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Bus Dev	Online Marketing Specialist	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Conference & Editorial Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Conference Services Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDC						
	Admin	Events Database Coordinator	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Conf	Program Director, Conferences	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Intern	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Marketing Manager, Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Project/Engagement Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Associate Research Analyst, Computer Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobile Devices: Consumer	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Health Delivery	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Healthcare Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Networking Professional Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, GEA/Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Latin America	Miami FL	Jim Klepper	jklepper@idc.com	508-935-4143
	Sales	Sales Manager, Global Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Storage and Software Industry	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Healthcare Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Client Service Rep, Enterprise Custom	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Business Analyst	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Systems Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Energy Retail Strategies	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Director, Consumer Credit and Lending	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Life Science Insights						
	Research	Research Manager	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Life Science Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

IDG Japan introduces consumer technology Web log



This figure is the centerpiece of the banner on the Digital World Tokyo site.

On Sept. 26 IDG Japan launched Digital World Tokyo (www.digitalworldtokyo.com), an English-language gadget/entertainment blog with "a wry dose of cynicism" dedicated to "mostly male gadget fiends and Japanophiles ages 18 to 35," said Senior Editor **J. Mark Lytle**.

Three months in planning, Digital World Tokyo (DWT) has little direct competition in the local market, according to Lytle, although there are global competitors such as Engadget with a different takes on that market. "We are unique in that we are actually in Japan and have a team of experienced freelance writers who know the local market inside out, backed up by years of experience in Japanese tech reporting," he said.

"We absolutely will not be breathlessly covering every single LCD TV from Sharp or cellphone from NTT DoCoMo; the Web is already full of sites like that. Instead, we will be focusing on the more interesting stories, both hardcore tech and those with a 'quirky-Japan' theme. We're never afraid to say it like we see it."

Lytle said the content will be in English because, "right now, there's nothing directly comparable, so we saw a gap in the market for sites combining the best of Japanese technology with a healthy dose of interesting asides." Lytle expects there will be five to 10 new postings a day on the site at first, although this will expand as new content is introduced. DWT will also occasionally use material from the IDG News Service.

"As we grow and attract readers and advertisers, we'll be introducing regular expert columns, video reports, photo galleries and geek special how-to's," he said.

Contact J. Mark Lytle at jml@digitalworldtokyo.com.

Health

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most recently as product manager for MA-SHARE, LLc, one of the first regional health information organizations in the U.S. She has also served as director of HIPPA Compliance for NaviMedix, Inc., and as senior healthcare analyst and practice leader at Gartner.

Dunbrack

The other members of the group are Research Manager **Scott Tiazkun** and three staffers who also work with other Insights groups: Consulting Manager **Eileen Smith**, Senior Account Executive **Michael Fletcher** and Marketing Programs Director **Shellie James**. The company aims to have 10 analysts worldwide by the end of 2006.

IBM, HP, Oracle, Intel, CareFx and Aetna are among the group's current clients, and the team is in discussions with a number of industry-specific clients.

Among Health Industry Insights recent projects:

• Completed a market survey and associated analysis that compared and contrasted the drivers for health-provider care-cost increases from both consumer and hospital executive perspectives. The data was used by the client in planning its go-to-market value proposition and related messaging.

• Teamed up with Financial Insights to deliver a payer market overview to line-of-business managers covering electronic displays of bills/invoices and payment for both business-to-business and business-to-consumer segments.

• Currently creating a worldwide health industry five-year forecast to meet the specific market planning needs of an IT vendor.

Contact Jim Hansen at jhansen@healthcare-insights.com or go to www.healthindustry-insights.com.

WU

Insights launches

2002
Financial Insights

2004
Life Science Insights

2005
Energy Insights
Manufacturing Insights
Health Industry Insights

The payer market

Health Insights Program Director/Health Payer Research **Lynn Dunbrack** specializes in what's known as the "payer market." According to Dunbrack, the payer market includes traditional indemnity insurance offered by Blue Cross Blue Shield and other larger national insurance companies that allow members freedom of choice to select any health maintenance organization, which emphasizes managed care through a primary care physician gatekeeper selected by the member, and preferred provider organization, which allows members more latitude to see physicians who are not part of the health plan's network but sets certain limits to encourage members to see providers affiilated with the health plan.

There are approximately 500 payers in the U.S. market. Outside the U.S., the primary payer is the government. However, increasingly the insured are enrolling in private insurance plans to augment the state-sponsored plan.

IDC expects payer U.S. IT spending in 2005 to reach $5.65 billion. The market will grow to $6.49 billion by 2008, demonstrating at a compound annual growth rate of 5.0%.

noteworthy people

New employees

VP, Marketing, **Lisa-Jean Clifford** comes to IDG World Expo from her role as director, business development with Mathsoft. She holds an associate's degree in marketing and a B.S. in business management from Johnson & Wales University in Providence, R.I. In her free time she enjoys running, boating, skiing, horses and playing with her children. *lisa-jean_clifford@idg.com*

Previously a co-owner of Computer Connection, **Donald Cargill** joins IDC Framingham's IT Group as a help desk specialist. He earned an associate's degree in computer information systems from Quinsigamond Community College in Worcester, Mass., and coaches Little League, flag football and three different fifth- and sixth-grade basketball teams. The Worcester (Mass.) Business Journal and Junior Achievement recently named him on of Worcester Country's "40 Under 40." *dcargill@idc.com*

Leaving his role as sales assistant with The Daily News in San Mateo, Calif., Account Coordinator **Cyril Talusan** joins Network World's Oakland, Calif., sales office where he will be assisting print sales representatives. He holds a B.A. in communication studies from the University of San Francisco and enjoys rock climbing. *ctalusan@nww.com*

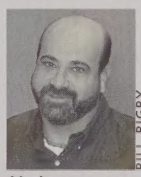
Computerworld welcomes Sales Associate **Jess Roman**, who was recently a card processing specialist at Central One Federal Credit Union. She enjoys taking on freelance graphic design projects in her spare time. *jess_roman@computerworld.com*

Returning employees

Previously the human resources director for the Yerba Buena Center for the Arts, a multidisciplinary San Francisco arts center, **Carina Rivera** returns to IDG as human resources manager for PC World, InfoWorld and Macworld. From 1997 to 2000 she was a member of IDG's West Coast Human Resources Services Division, supporting InfoWorld, GamePro, The Industry Standard and other business units. She holds a B.A. in English literature from San Francisco State University and an M.A. in language studies from the University of California/Berkeley. Outside the office, she recently coordinated her high school class' 20th reunion. On a co-ed softball team, she enjoys "anything sports-related" and cooking, having recently completed a pastry chef program. "I fleetingly considered making a career change to become a pastry chef but decided the labor was too intensive and hours were hideous." *carina_rivera@pcworld.com*

IDG WORLD UPDATE
Rivera

Once a Network World Webcast producer, **Gregg Linde** leaves his role as director of streaming media and executive producer at Accela Communication to come back to IDG as an online production manager for Computerworld. A graduate of Boston's Emerson College, he holds a B.S. in mass communications, specializing in TV production, with a minor in psychology. Away from the office he enjoys sports and playing with his children, "who now think the New England Patriots and Boston Red Sox win every year." *gregg_linde@computerworld.com*


BILL RIGBY
Linde

Additional duties

A part-time senior editor with Network World for two years, **Cara Garretson** adds senior events editor, also a part-time position, to her business card. She will continue to cover e-mail security while helping Network World's Event division shape the content of existing and soon-to-be launched conferences. She has also been a correspondent with the IDG News Service in Boston, Paris and Washington, D.C., and an InfoWorld editor. Cara earned a B.A. in communications from Boston's Simmons College and this summer became a certified landscape designer after four years of studying at George Washington University on nights and weekends. *cgarretson@nww.com*

Garretson

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

What I've Learned

continued from page 3

But you can't "stay the course" as a matter of will. You have to be able to re-examine plans and assumptions and adjust the course, perhaps even abandon the project, if business reason demands it.

When we began the eMeta project we envisioned an imminent world where online visitors would have to register or pay to access content. Turns out that world hasn't materialized, and given the growth of online marketing, it may not for some time yet. As a result, we've had to rethink the role of the eMeta system. We came very close to shelving it, until we realized that this online customer database we had would enable us to recognize returning visitors and streamline their sign-up process at any gate at any IDG/U.S. Web site (e.g. lead generation, e-newsletter sign-up, premium content, etc.). We still expect to use eMeta's gating and single sign-on capabilities down the road, but for now it will serve a different and very valuable purpose entirely, one we'd never envisioned at the outset. It's critical to keep listening to the market, and your stakeholders, to make sure your direction and priorities stay set correctly.

These pointers are not revelatory and are arguably applicable to projects in general. However, putting these ideas into practice on cross-business projects in a culture like IDG's takes clarity of purpose, clarity of process and above all, an unwavering commitment to building and honoring the working relationships with colleagues that are the foundation of all organizational success. Go ahead — try it!

Suggestions for "What I've Learned" topics and columnists may be sent to world_update@idg.com. WU

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Ann Clark *IDC*

21
Jose Marquez *IDG Spain*
Anton Paunert *IDG Germany*

18
Pascal Gautier *IDG France*

16
Christoph Witte *IDG Germany*
Mario Toffoletti *IDG Italy*

15
Andrew Ware *IDC*
Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*
Wilson Wan *IDC China*

14
Darren Whiteman *IDG U.K.*
Ines Mühlbauer *IDG Germany*
Stephan Scherzer *IDG Germany*
Stefan Ueberhorst *IDG Germany*

13
Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*
Freeman Bradley *IDC*
Robert Peyton *IDC*
Charlotee Kempe *IDG Sweden*
Jürgen Hill *IDG Germany*
Iris Müller *IDG Germany*

12
Edith Höllbersberger *IDG Germany*

11
Kerstin Lohr *IDG Germany*
Wolfgang Sommergut *IDG Germany*
Margarete Kuther *IDG Germany*
Deborah Vilella *IDG Italy*
Marcel Schaper *IDG Netherlands*

10
Beth Kamoroff *PC World*
Heidi Schwab *IDG Germany*
Karen Battley *IDG Global Solutions EMEA*
Nathalie Boisson *IDG France*

9
Alejandro Garcia *IDG Spain*
Maria Luisa Gijon *IDG Spain*
Miguel Angel Gomez *IDG Spain*
Jitka Vyhlidkova *IDG Czech*
Filip Kutis *IDG Czech*
Robin Morris *PC Advisor*
Martin Canning *IDC Benelux*
Ursula Nehring *IDG Germany*
Lars Goransson *IDC Canada*
Mauro Buccola *IDG Italy*

8
Cathleen Moore *InfoWorld*
Petr Mandik *IDG Czech*
Mitchell Rose *IDC*
Bea Fülle *IDG Germany*
Frank Nieman *IDG Germany*
Ryuta Nasukawa *IDG Japan*
Kimura Michito *IDC Japan*

7
Daniel Comino *IDG Spain*
Aranzazu Herranz *IDG Spain*
Regena Marie Adams *IDC*
Sara Fitzgerald *IDC*
Thomas Valovic *IDC*
Robyn Patrick *IDC*
Ki Vesterberg *IDG Sweden*
Alexandra Mesmer *IDG Germany*
Hans-Jürgen Humbert *IDG Germany*
Michael Schmelzle *IDG Germany*
Alexander Bauer *IDG Germany*
Walter Reindl *IDG Germany*
Jesper Troelstrup *IDG Denmark*
Henrik Sonne *IDG Denmark*

6
Alicia Langer *PC World*
Andrew Lyon-Hall *PC World*
Melissa Perenson *PC World*
Alec Wagner *InfoWorld*
Jamie Snowden *IDC U.K.*
Al Gillen *IDC*
Rebecca Williams *IDC*
Bill Casey *IDC*
Lech Zdanowicz *IDG Poland*
Dominika Chzanowska *IDG Poland*
Dorota Konowrocka *IDG Poland*
Mats Ståhlbröst *IDG Sweden*
Beate Wöhe *IDG Germany*
Axel Hollenbach *IDG Germany*
Evan Fertner *IDG Germany*
Melanie Bernard *IDG Germany*
Bernhard Haluschak *IDG Germany*
Christian Vilsbeck *IDG Germany*
Michael Eckert *IDG Germany*
Malte Jeschke *IDG Germany*
Anita Thiel *IDG Germany*
Miyuki Tokita *IDG Japan*
Jan Zhang *IDG China*
Dennis Vance *IDC Canada*
Jean-Luc Rognon *IDG France*

5
Mª Jose de Cadiz *IDG Spain*
Esther Macias *IDG Spain*
Anne Joyce *IDC U.K.*
Ricardo Villate *IDC*
Dariusz Sokolowski *IDG Poland*
Niklas Ekman *IDG Sweden*
Alexander Freimark *IDG Germany*
Claudia Capello *IDG Germany*
Riem Sarsam *IDG Germany*
Tanja Braun *IDG Germany*
Naomi Otsuki *IDG Japan*
Anja Garbarsch *IDG Denmark*
Marco Bertoli *IDG Italy*
Claudio Leonardi *IDG Italy*
Ilaria Roncaglia *IDG Italy*
Karine Bernard *IDG France*
Reuben Tan *IDC Singapore*
Moritomo Noriko *IDC Japan*
So Kyuka *IDC Japan*
Yokoyama Ryuichi *IDC Japan*

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Eric Haruki *IDC*
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Laura Caro *IDC Mexico*
Raul Ceja *IDC Mexico*
Edgar Fierro *IDC Mexico*
Javier Hernandez *IDC Mexico*
Hector Nava *IDC Mexico*
Rosa Penalva *IDC Mexico*
Ricardo Vilchis *IDC Mexico*
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Bill Zhang *IDG China*
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2
Amanda Cartier *Mac Publishing*
Alfredo Illanas *IDG Spain*
Pablo Oliveira *IDG Spain*
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Tong-Yen Lau *IDC Singapore*
Jason Phua *IDC Malaysia*
Ruth Garin *IDC Philippines*
Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*
Janjaree Chianwicha *IDC Thailand*
Thaweesit Kunongkhananon *IDC Thailand*

1
Robert Schultz *Mac Publishing*
Brian Witchel *PC World*
Geoff Blaber *IDC U.K.*
Lukas Erben *IDG Czech*
Victoria Polyakov *Financial Insights*
Tamara Carlin *IDC*
Luciano Acosta *IDC Argentina*
Matias Berardi *IDC Argentina*
Daniel Boschetti *IDC Argentina*
Ariel Ojman *IDC Argentina*
Alejandro Oliveros *IDC Argentina*
Pablo Pristupin *IDC Argentina*
Juan Pablo Seminara *IDC Argentina*
Victor Espinosa *IDC Mexico*
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Jannik Nielsen *IDG Denmark*
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Craig Bator *IDC Canada*
Alexandrina Boariu *IDC Canada*
Krista Collins *IDC Canada*
Vasu Daggupaty *IDC Canada*
Christina Carstensen *IDG Global Solutions EMEA*
Gerwin van Engelenburg *IDG Netherlands*
Mun-Geng Gee *IDC Singapore*
Chris Loh *IDC New Zealand*
Selina Wang *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Chen Mei

Joined IDG
November 1, 1994

Career path
1994-1995, editor of Advertising Department, *China Computerworld (CCW);* 1996-1998, Deputy Director of Advertising Department, *CCW;* 1998-2001, Director, Vice President, and then President, *China Network World;* 2001-2002, Assistant President of China Computerworld Publishing and Servicing Co. (CCW Co.); Vice President and Director of Customer Service Department of *China Computerworld*; President of *PC World China*; 2003-present, Vice President of CCW Co. and President of *PC World China*.

Current title
Vice President of CCW Group, and President of *PC World China*. My responsibilities are assisting the President in group sales, distribution monitoring and coordination, and administration of *CEO & CIO, PC World China, Digital Power, CFO* and *CMO*.

What's kept you at IDG for 10 years?
Because there are many new challenges and I can learn new things constantly.

Moment at work you will never forget
In 2004, I participated in an Outward Bound-style program with my team. When I overcame my fear and stepped over between two broken boards in the air, I realized I could win any competition if I am with my team.

Most challenging part of your job
Adapting to the change of the market and the change of the industry in the shortest time and in the most effective ways so as to increase our revenue and profit ahead of competitors every year.

Of what accomplishment at work are you most proud?
I made some changes at *China Network World* and turned loss into profit in one year. As a result, I won the "Chairman's Award for Highest Percent Over Plan Performance for a Publication" given by Patrick McGovern at the IDG Worldwide Managers Meeting in 2000.

What talent do you wish you had that you don't have?
Excellent English communication skills.

Interests outside the office
Traveling and collecting Barbie dolls.

*IDG Chairman **Pat McGovern** escorted **Chen Mei** to lunch in Beijing in honor of her 10 years of service to China Computerworld Publishing & Servicing Co.*

Family
I live with my mother-in-law, father-in-law, my husband Xie Zhigang and my 7-year-old daughter Xie Zhuolun.

What do you want to become when you were a child?
A scientist and inventor like Madam Curie.

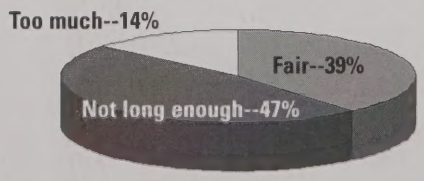
If you won the lottery tomorrow, you would...
Invite all my family members, colleagues, clients, and friends to have dinner at the Great Hall of the People. Then I would hold the majority shares of Mattel Company and give each of my friends a Barbie doll as a souvenir.

Manager's profile
"Ms. Chen has accumulated a lot of experience in communications with clients and ads sales after working 10 years in the sales field. She has become not only one of the famous sales directors in IT media in China, but also one of the outstanding leaders who has made great contributions to the building of sales teams for CCW Co."

— Liu Jiuru, president, China Computerworld Publishing and Servicing Co.

Question of the Week for Sept. 26

How would you rate the eight-to-25-year jail term given to former Tyco International executive Dennis Kozlowski for corporate fraud?



Go to www.idgcentral.com to vote on this week's question: Which city would you most like to visit on vacation?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Tom Norton *Network World*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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In this issue

IDG India readies market for launch of two titles *page 2*

Publication profit margin report for August *page 2*

One on One: IDC SVP/Research Frank Gens *page 3*

IDG Sweden experiments with English site *page 4*

Celebrating 10: IDC's Jennifer Koppy *page 8*

IDC's European IT Forum remains region's premier event

Paris event outperforms 2004 edition in registration, sponsorships and more

The 15th edition of IDC's European IT Forum, held Sept. 26-27 in Paris, further solidified the event's status as the region's preeminent IT conference.

The flagship event brought together an "exceptionally prestigious" group of sponsors, according to IDC EMEA VP/Conferences **Bianca Bruhn**, representing the world's leading vendors across all of IDC's expertise areas in hardware, software, services and communications, and including companies such as HP, IBM, Intel, Sun, Microsoft, SAP, Symantec, Cognos, Lucent, MCI and Ericsson.

The Forum outperformed last year's event in terms of attendance and registrations with 800 registered delegates — among them 300 high-level end users — predominately senior IT and business executives from major corporations, financial institutions, management consultancies and the media, sponsors (18), media coverage (76 journalists and more than 75 interviews conducted with analysts, speakers and sponsors), media partners (20, including first-time partner BusinessWeek) and one-on-one meetings with analysts in the Research Pavilion (185).

*One of the plenary session discussions featured (l-r): **John Gantz**, SVP & chief research officer, IDC; Nicholas Negroponte, founder and director of MIT's Media Lab; David Dockray, Global Strategy and Market Development leader, IBM Business Consulting Services; **Frank Gens**, SVP/Research, IDC; and Jeremy Paxman, journalist and broadcaster.*

The European IT Forum, which features an array of senior IDC analysts, corporate executives and strategic thinkers as speakers, enables senior IT and business executives, economists and thought leaders to meet and discuss the intersection of the IT environ-

continued on page 5

IDG Netherlands takes user group partnership to a new level

Latest agreement strengthens IDG Netherlands' market position

Following nearly 18 months of negotiations, IDG Netherlands has reached a landmark agreement with its long-time partner, HCC, the world's biggest computer association, that essentially shifts the balance of power in IDG's favor, boosts revenue and positions the company for future growth.

*HCC Director Ronald van Rooden (l) and IDG Netherlands' **Raimon Gort** shake hands after signing their new agreement.*

Since 1992, IDG has had a close working relationship with HCC, which currently boasts close to 200,000 members. Under the previous arrangement, when individuals joined HCC they would receive, as part of their membership, their choice of an IDG publication. HCC would pay IDG a fee for each magazine sent to a member. "It was a very good deal for us," said IDG Netherlands Managing Director **Raimon Gort**, "because it enabled us to launch new titles virtually risk-free because we had a paid circulation base from day one."

However, HCC retained control of the subscription file and handled the collection of membership dues.

Under the terms of the new agreement, which is ef-

continued on page 4

in brief newsworthy

IDG India readies market for launch of Outsourcing World, CIO

With the anticipated launch of both a CIO title as well as Outsourcing World set for November, IDG International Publishing Services President & CEO **David Hill** last week visited IDG India offices in Bangalore, Mumbai and Delhi to participate in a series of events designed to build interest in the new publications among both readers and customers.

Hill, along with IDG India President **Bringi Dev** and Outsourcing World Editor **Sarita Rani** hosted three roundtable discussions. The first, held in Bangalore, focused on Vendor Performance and Managing Expectations; the second, which took place in Mumbai, looked at The Cost Equation – How Long and How Much; and the third, held in Delhi, focused on Project Governance. Each session attracted between 12 and 20 executives from the local outsourcing industry who participated in the discussions, provided feedback on the upcoming magazine and shared their thoughts on the major issues facing Indian outsourcing companies.

*IDG India President **Bringi Dev** (right) listens while IDG International Publishing Services President **David Hill** makes a point during an Outsourcing World roundtable discussion in Bangalore last week.*

In addition, Dev, Hill, **Vijay Ramachandran**, editor of CIO India, and various members of the sales and editorial staff hosted three CIO dinners for local IT executives in the same cities. Hill spoke about IDG's global activities and IDG aspirations for India, Dev described current activities of IDG India and Ramachandran spoke about his plans for CIO magazine.

Both publications are awaiting final certification from the Registrar of Newspapers, which is expected within the next several weeks.

For more infomation, contact Bringi Dev at bringi_dev@idg.com. WU

*The staff of IDG India gathered at a party recently that was also attended by IDG International Publishing Services President **David Hill** (standing, third from right). In the background is a canvas bearing the hand prints of all staff members that will be used to decorate a wall in the reception area.*

Full August publication profit margin report on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central.

CW/IW publications
1. Computerworld Brazil
2. China Computerworld
3. Computerworld Singapore
4. Computerworld Danmark
5. Computerworld Schweiz (Switzerland)

PC World publications
1. PC World Norge (Norway)
2. PC for Alla (Sweden)
3. PC Tipp (Switzerland)
4. PC World Hungary
5. New Zealand PC World

Macworld publications
1. Macworld Sweden
2. Macworld U.K.
3. Macworld U.S.
4. Macwelt (Germany)

Networking publications
1. Natverk & Kommunikation (Sweden)
2. China Telecom World
3. China Network World
4. Nettverk & Kommunikation (Norway)
5. Network World U.S.

Reseller publications
1. New Zealand Reseller News
2. China Computer Partner World
3. Australian Reseller News
4. IT-Bransjen (Norway) Dealer World (Spain)
5. IT- Branschen (Sweden)

Games publications
1. GameStar (Germany)
2. GameStar (Hungary)
3. GamePro (Germany)
4. GameStar (Poland)
5. GamePro (U.S.)

CIO publications
1. China CEO & CIO
2. CIO Singapore
3. CIO Sweden
4. CIO Japan
5. CIO Australia

New this week on IDG Central

- **Best Practices Exchange**: New online content survey template
- **Local News (Framingham)** Dress Down Day for cancer research; IDG golf league concludes with tournament; IDC golf tournament benefits Project Peru
- **Writing workshop** Dubious Word Choice: Off-Puting Modifiers

Go to www.idgcentral.com.

one on one the interview

Frank Gens
IDC's Senior Vice President/ Research is this week's guest columnist. Reach him at fgens@idc.com.

"One thing you can say about IBM management today: they are not chicken. They are accepting higher risks than ever in order to open up some very big opportunities for IBM's future growth."
— Frank Gens

Q What's your role as IDC's "chief analyst"?

A My job is to enhance IDC's "lateral vision" across the entire IT market. That's not a trivial effort, since we have over 800 analysts in 50 countries covering dozens and dozens of IT and customer segments — by far the industry's greatest market coverage.

I work with colleagues across all our research areas to identify the big themes that link these parts together in the broader context of customers' real needs and values and to understand how the overall structure of the IT market is changing to move with those needs and values. This is extremely important in today's market, in which CIOs' and IT suppliers' customers expect them to see the whole picture, not just the IT-piece parts. A recent product of this kind of effort is IDC's "Dynamic Enterprise/Dynamic IT" vision for the next generation of enterprise IT.

Q We've heard a lot about "Dynamic IT" in the last year or two. What is it and why is it important?

A Simply put, "Dynamic IT" is IDC's blueprint for the next generation of IT in the enterprise. It's about making two big changes to today's "arthritic IT": making IT far more business-responsive and far more cost-efficient.

Of course, both of these goals have been around a long, long time. So what's different now? First, the business stakes are much higher: IT is an increasingly critical element of businesses' basic ability to execute. Business executives are demanding that IT move at the speed of the markets in which they compete. Second, the toolkit for CIOs to create a dynamic IT capability is much, much better than ever. Today's key "dynamic" tools include: Web services, virtualization, low-cost base technologies (open source software, commodity hardware), usage-based pricing models and many more flexible sourcing options.

For users, transforming from arthritic to dynamic IT is critically important, but it will be a seven-to-10 year, step-by-step journey. For IT suppliers, rearchi-tecting and realigning their offerings to support customers' steps to dynamic IT is an urgent priority today. You can see — in the wave of acquisitions and mergers in the applications, information and infrastructure spaces — vendors reshaping their footprints, and redefining their value propositions, to support this transition.

Q How have decisions made by key vendors shaped the IT industry in 2005?

A I think it's the other way around: the "dynamic IT" industry shift has begun reshaping the major IT vendors. Most vendors are trying to think much more laterally, reshaping their offerings and brands around broader customer issues and solutions.

IBM is probably the most striking among the changing vendors — with its BPTS [Business Performance Transformation Services] initiative (and the "Other IBM" marketing campaign) it's attempting to stretch beyond IT, to deliver the actual business outcome to the customer. IBM has also been on a buying spree in its software business to create a broader, more dynamic footprint in information management, middleware and systems management.

HP has been acquiring like crazy to add more dynamism and business-process-awareness to its infrastructure offerings. SAP is in the midst of radically restructuring its offerings and business model around the emerging "composite application" model. And Oracle has been expanding its footprint almost every week. Microsoft has been relatively quiet, but we think they'll get more active, establishing themselves as a major platform provider in the higher-value areas of business applications and information management (they tried to buy SAP last year).

Q What's been the initial reaction to your new blog, IDC eXchange, on IDC.com?

A First, a plug: the URL is: http://blogs.idc.com/ie. I'd love lots of IDGers to join in the discussion.

IDC eXchange replaces my monthly research brief, IDC Executive Insights, and will have the same goal: to be an open channel for sharing IDC research and thought leadership with the marketplace.

The blog is just starting its third week, very early days. But the power of this medium to deliver very high "idea bandwidth" and speed is tremendous; we'll push out many more IDC research insights than the old monthly. I'm also excited about the community aspect: we're able to share ideas not just from IDCers, but from our extended network of users, vendors, financial analysts, academics and others. Of course, the ability to field comments from readers is perhaps the most exciting feature of the blog medium.

Lastly, we're designing it to maximize the multimedia experience. I've already posted a number of audio interviews. And we've set the RSS feed up to allow visitors to download IDC eXchange audio automatically as a podcast.

With the flood of blogs coming up on the 'Net, the

contiued on page 6

IDG Sweden experiments with English site

IDG Sweden launched a new site in English last month to attract the interest of IT professionals outside the country who are interested in the Swedish market.

The site, www.idg.se/international, contains the top three news stories from IDG Sweden (headline and summary text in English), news from the IDG News Service, and corporate press releases from Business Wire and Waymaker/Observer, a press-release service covering the Nordic region. There are prominent IDG links in the left-side navigation bar to Computerworld, InfoWorld, CIO and PC World in the U.S. and Techworld in the U.K.

Swedish companies interested in reaching an international audience could provide their own press during the launch period (Sept. 12 to Oct. 12) at no charge. Thereafter, there will be a service charge of $50 per release.

IDG Sweden previously had a feed of English IT news published directly on its main site, www.idg.se, but traffic was minimal. Confident that there was interest that had not been adequately served, IDG.se Editor-in-chief **Robert Brännström** said the goal is "to make a more attractive offer to our readers. We see this as a work in progress and will take it further as we get advertisers for the site." There is a small link to the international site from IDG.se's top navigation bar.

Brännström said as interest grows, more top stories from IDG.se will be translated, with the aim of translating the full text of the top three stories before the end of 2005.

IDG.se is the largest IT site in Sweden with nearly one million unique visitors each month.

Write to robert.brannstrom@idg.se. WU

IDG Netherlands

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fective as of Jan. 1, IDG will assume control of the subscriber database, handle collection of HCC membership fees and be responsible for recruiting new members. HCC, in turn, will focus its efforts on enhancing its member services and offerings, which include free access to the country's largest computer show (HCC Days, also produced by HCC, as well as GamXpo, which runs in conjunction with HCC's show); free dial-up and broadband Internet access; regional user and functional groups; consumer advocacy; a credit card; various discounts on hardware and software, e-commerce; a member publication called HCC Link and a number of Web sites.

Representatives from HCC and IDG Netherlands at the recent signing of their new agreement. Standing l-r: Hans Oey, former chairman HCC; Robert Kocheim, board member, HCC; Joost Jansen, board member, HCC; Frans Flipse, controller, HCC; ***Carel Schrama****, controller, IDG Netherlands;* ***Rob Koghee****, marketing director, IDG Netherlands; Ed Schenk, HCC board member; Tom Baetens, manager, external affairs, HCC. Front row, l-r: Ronald van Rooden, director, HCC; Jan-Carel van Dijk, board member and secretary, HCC; Peter Vermeij, chairman of the board, HCC; and* ***Raimon Gort****, managing director, IDG Netherlands.*

"Our cooperation with HCC has been very successful over the years," Gort said. "But to make sure that we are positioned to take the next step, a radical change in the way we work together was absolutely necessary for IDG Netherlands."

When the new agreement goes into effect, gross revenues will immediately increase by a couple million euros, Gort said. "Once we begin collecting membership revenue, we will pay a royalty fee to HCC for the services they provide to members. This means that we will now control the revenues — and expenses — giving us more power to maneuver," he said.

Having access to both the HCC member and subscriber databases will also enable IDG Netherlands to more easily sell additional content — including print, online, events, Webcasts, and audio/video — to this universe of potential buyers, Gort said.

As part of the newly signed agreement, HCC has moved into IDG's Haarlem office. IDG and HCC have established a new joint venture called HCC Service to collect membership fees. Day-to-day operation of HCC Service is, in part, under the control of IDG. HCC Service will transfer the money to IDG, and IDG will pay its royalty obligations to HCC.

For more information, contact Raimon Gort at rgort@idg.nl. WU

IDG

October 10, 2005

Program Manager, Consulting Services (IDC)

IDC's Worldwide Services research group provides the most comprehensive and insightful research into 14 distinct service areas. Its worldwide network of analysts provides the most complete and valuable analysis of services business models, dynamics and opportunities to leading and emerging vendors of services and technology. We are actively recruiting for a Program Manager for our Consulting Services research program. This position provides market analysis, research, and custom consulting on key aspects of the consulting industry. Research areas include competitive analysis and growth of business and IT consulting markets, an analysis of the opportunities for consulting in strategic industry segments, such as financial services and healthcare, and an examination of major trends and development in the consulting space. This individual will work in both a collaborative environment developing group insights and predictions on the services industry and regional variations in delivery models and on broad, multi-national custom research projects. At the same time, the individual will be responsible for identifying and executing compelling and relevant research topics that will be valuable to their own clients. Responsibilities include: responding to client inquiries for information, insight and opinion; writing compelling research; conducting custom and ongoing quantitative and qualitative research; developing and maintaining close relationships with customers and prospects; and identifying services for IDC to deliver to its clients. To be successful in the role, candidates will need to have spent between 5 and 8 years in the consulting industry – either with a business functional specialty or as a consulting generalist. A bachelor's degree is required; MBA may substitute for up to 2 years of work experience. The key skills required for this position are the ability to analyze and speak articulately about industry trends and events, and the ability to form concrete and actionable recommendations for clients based on that analysis. This position requires a highly developed sense of time management and decisiveness, as well as a strong sense of ownership in the individual brand value of the research and a strong desire to see that brand value expanded. Candidates must possess self-confidence balanced with a developed sense of teamwork and leadership. This position will be based in our Framingham office and will require between 10% & 30% travel.

Location: Framingham, MA

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Worldwide Telecommunications Equipment (IDC)

IDC is seeking a Sr. Research Analyst to join the Worldwide Telecommunications Equipment program. Areas of coverage will include next-generation wireline vendors, markets, and technologies that will drive worldwide service provider network investment over the next five years. Responsibilities include writing research reports supporting the Telecommunication Equipment research program, developing market forecast and market revenue share reports, supporting IDC client inquiries and briefings, gathering and maintaining quarterly data from major network equipment vendors in specific market segments, participating in custom consulting work, and working closely with regional IDC analysts to drive and maintain consistent coverage. The analyst will have significant interaction with network equipment manufacturers and network service providers globally through teleconferences, on-site briefings and travel to major industry events. We are interested in candidates who possess knowledge of the telecommunications industry with specific expertise in some of the following areas: broadband/DSL/cable modem, fiber access (FTTX, FTTP, FTTH, PON), metro Ethernet, ATM, optical networking, IPTV/VOD. Experience as an industry analyst, trade or business journalist, marketing professional including market intelligence and business development are all applicable to the position. The writing component of this position will be significant and therefore the ability to synthesize information and convert thoughts into writing is imperative. In addition, the analyst will need to have knowledge of Excel and working with numbers to produce IDC forecasts on the equipment segments of the market. This position is based in IDC's Framingham, MA office and some travel will be required.

Location: Framingham, MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Senior Account Executive - GEA Sector Accounts (IDC)

IDC's Global Enterprise Advisory team is seeking a Senior Account Executive who will focus on selling IDC's research products to G1000 "A" prospects and existing accounts. This position will report to the VP GEA Sector, East Coast. The Sr. Account Executive will be responsible for generating approximately $1.1M in revenue in both renewal and new sales of CIS, consulting and GMS opportunities to G1000 "A" prospects and existing accounts. As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. Requirements for the position include 5-7 years of sales experience, along with strong written, analytical, and verbal communication skills. Strong telephone cold calling experience preferred. Prior experience selling an intangible product or service is a plus. The ideal candidate will have demonstrated experience developing existing accounts and developing high level relationships. Additionally, this person will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. This position requires strong time management and organization skills. Prior market research industry sales experience is helpful, but not required. This position is based out of Framingham, MA and will require approximately 20-25%% travel.

Location: Framingham, MA

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Client Service Representative – Sector Accounts (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Enterprise Sector Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Enterprise Sector Accounts, both external and internal customers, with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing customer service support to key clients, Enterprise Sector sales and marketing staff, which includes: customer satisfaction, creating reports, inputting orders, assisting the sales team members and collaborating with analysts. Additionally, the CSR will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. A bachelor's degree (or equivalent experience), 2-3 years of client service experience and strong written and verbal communication skills, required. Must be proficient with computer skills, able to adapt to and learn new software and web-based systems, highly organized, and a quick thinker. Proficiency with Microsoft Office suite is a must. Prior experience as a Customer Service Representative in the Information Technology or Telecom industry a plus. This position is based in IDC's Framingham, MA office location. ***Location: Framingham, MA***

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

VP Research, Health Industry Insights (HII)

Health Industry Insights is responsible for developing and conducting market research and consulting assignments focused on the Health Industry--Health Plan and Health Insurance companies, large hospitals, and the technology companies that support them. We are currently seeking a VP Research to manage and coordinate the development of the research. The VP Research will have responsibility for all research operations. He/she will be responsible for ensuring the development of timely research for health industry technology buyers, managing the team of research analysts, ensuring the development and delivery of research, and over time, making adjustments to the research product portfolio. In addition to managing the research, this role will require interaction with clients at all organizational levels, speaking at conferences, and representing HII's capabilities and thought leadership to the market. Research positions will report to the VP Research. The VP Research will require strong leadership and team management experience and demonstrated success in creating positive change in a research environment. The desired individual will have an undergraduate degree with 15+ years work experience in the market research industry. Experience developing market research advisory services for technology buyers within hospital systems and/or health plan/insurance companies is particularly attractive, but not required. The individual will have led market research teams and be familiar with qualitative and quantitative research methodologies, possess strong writing skills to include externally published work, strong collaboration and presentation skills and expertise in Word, Excel and PowerPoint.

Location: Framingham, MA

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Associate Art Director (IDGE)

Strong design and production skills needed for Associate Art Director position for Star Wars Insider magazine. Must be able to work under tight deadlines combining text and images into a meaningful experience on the printed page. Works directly with editor-in-chief, as well as art and photography freelancers. Must have at least 3-5 years print experience, preferably magazine work and excel in InDesign, Photoshop, and Illustrator. 3D modeling and illustrative skills a plus. Candidates should be interested in popular culture and up-to-date on the latest design trends. Being a true Star Wars aficionado and able to prove it will put you to the top of the list. Please send resumes, design samples, URLs of design work to fmao@gamepro.com. No phone calls please

Location: Oakland, CA

Contact: F. Mao, Fax: 510-768-2704, Email: fmao@gamepro.com

Online Sales Administrator (CXO)

CXO Media is looking for a high energy individual to provide sales support to our online sales team. Based in Framingham, this individual will support two Regional Sales Managers and the VP of Online Sales. Responsibilities include: acceptance of all contracts and entry into the CXO billing systems, customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with the execution of online campaigns, reports, and collection of insertion orders and advertising creative. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with the Internet, web tools, Microsoft Word, Excel, PowerPoint and Lotus Notes, and a minimum of 2-3 years business experience.

Location: Framingham, MA

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

President, IDG Web Services (IDG)

IDG's newly created Web Services Group is seeking a product champion. The mission of this group is to drive incremental revenue for IDG Communications in specific, web-related areas such as white papers and webcast delivery. The President of this group will be responsible for leading the team of professionals who will deliver content solutions that meet the information needs of technology buyers. This will include constant interaction with the publishing business units, leveraging IDG's customer database, managing & developing staff and developing a comprehensive product development and sales strategy. Candidates should have deep publishing experience with a particular focus on online sales and marketing as well as prior P&L management experience. Successful applicants will have a proven track record of success in a start-up environment and will be highly skilled at developing strong peer and client relationships.

Location: Framingham, MA

Contact: P. Sheer, Fax: 508-879-3760, Email: piper_sheer@idg.com

Director, White Paper Strategy (IDG)

IDG is looking for a Director, with several years of relevant management and start-up experience, to oversee the White Paper strategy and operations for its new Web Services Group. The Director will be responsible for developing and maintaining strong relationships among the various IDG brands and leveraging IDG's customer database to generate revenue. Candidates should possess comprehensive knowledge of the White Paper business, online sales and marketing experience and a successful track record of growing revenues. Also important will be knowledge of the market, extensive IT industry contacts and the advanced communication skills required to work with IDG's operating units. ***Location: Framingham, MA***

Contact: P. Sheer, Fax: 508-879-3760, Email: piper_sheer@idg.com

Marketing Specialist (CWI)

Computerworld has an exciting opportunity for a Marketing Specialist to assist in the continued rapid expansion of our Strategic Programs & Events business. Working closely with various team members, the successful candidate will drive audience development and sponsor development marketing campaigns involving a broad mix of print and online vehicles and proprietary Computerworld resources and assets. Travel to as many as all Computerworld events is required. Candidates must have 3-5 years of experience in marketing with a demonstrated audience development track record and an ability to drive attendance and track best-performing sources and practices. Excellent customer service skills, the ability to organize multiple detailed projects, proficiency with Microsoft Office, including Word, Excel and PowerPoint, and a bachelor's degree are all prerequisites. This position will be based in Computerworld's One Speen Street headquarters in Framingham, Massachusetts. ***Location: Framingham, MA***

Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Facilities Coordinator (CWI)

Computerworld is seeking a highly energetic, service oriented individual in our Facilities Department. Responsibilities include: sorting and distributing mail, FedEx UPS, and interoffice/inter-company mail according to department schedule; shipping and receiving; moving furniture; and set-up and maintenance of conference and storage rooms. You will also be interacting with the entire staff, answering shipping-related questions and making recommendations for cost saving shipping alternatives and serve as the back up for the reception area. Candidates must be detail oriented, well organized, be able to juggle multiple tasks and have the ability to communicate effectively with all levels of staff. High school diploma and at least two years experience in a business environment required. Valid MA driver's license with a good driving record and ability to lift 50 lbs. and maneuver 150 lbs. is required. Knowledge of Lotus Notes preferred. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Copy Editor (NWI)

Network World is seeking a Copy Editor to join our award winning Editorial team. The copy editor will primarily be responsible for reading copy and graphics to ensure they are free of grammatical and spelling errors, and conform to AP and Network World style rules. This position will also work closely with section editors and designers to ensure that the pages meet our guidelines. Candidates will be detail oriented, possess excellent organizational, and communication skills and the ability to work with deadlines a must. Knowledge of Quark, or similar pagination software and technical editing experience a plus. 1-3 years experience, ideally in the newspaper industry and BA/BS in journalism required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

HRIS Systems Analyst (CSG)

IDG is seeking a Systems Analyst to support IDG's HR Systems (including PeopleSoft HR, ADP Payroll and the Employee website). This position will work closely with the Compensation, Benefits, Payroll and HR groups. Responsibilities will include updating and modifying codes, tables and other system applications to meet business requirements as well as troubleshooting HR system problems and support vendor interfaces. Strong report writing skills are a must as this position will be responsible for the design and creation of complex reports and consolidated regulatory reports. Candidates will have a minimum 3 - 5 years related experience with HR Systems and functional knowledge of standard concepts, practices and procedures within Human Resources and Payroll. Experience with PeopleSoft required. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

European IT Forum

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ment and European and worldwide economies, analyzing in particular European markets trends compared to the U.S. ones. This year it focused on the importance of using technology innovatively in order to transform processes and business models to achieve and maintain high performance and market leadership.

"Businesses throughout Europe have invested less in information and communication technology (ICT) in recent years, even though the strategic use of ICT has become much more important, both for driving growth through innovation, and for meeting the growing demands of corporate governance and legal compliance. That's why IDC considers the development of 'dynamic IT' capabilities as critically important for the success of European businesses in a rapidly globalizing marketplace," said IDC SVP/Research and keynote speaker **Frank Gens**.

*IDC Public Relations Director **Michael Shirer** works on the forum's final press release in the Research Pavilion, along with IDC EMEA Senior Marketing Communication Specialist **Claudia Corradi** (center) and Roberta Lo Leggio of Burson-Marsteller. Thirty-three IDC analysts met with clients during 185 meetings at the pavilion, a record number thanks in part to EMEA Senior Marketing Communication Specialist **Mathew Heath**'s efforts to book appointments beginning a month ahead of the forum.*

IDC's EMEA Conference & Events Group coordinated the forum and introduced several new components to the event this year:

- **IT Forum Hub e-newsletter**. Four issues of the forum's official newsletter highlighted selected agenda topics and special content provided by IDC analysts and sponsors. It was sent to registered attendees, sponsors and IDC's contact database and freely available on the forum's Web site (www.idc.com/emea/itforum05) and by subscription.

- **IT Forum Blog**. IDC's Frank Gens managed the site, contributing his thoughts and posting selected observations from audience members. Gens will continue his blog as the IDC eXchange (http://blogs.idc.com/ie) as a featured link on www.idc.com.

- **Sponsored workshops and seminars**. Four of the sponsors (Novell, Foundry Networks, Secuware and Invest In Italy) each held their own "event within the event" session to examine topics such as shared services, speeding up business transformation with Linux and Open Source and Italy's capability to be the base for IT investment opportunities.

- **New promotional tool**. IDC collaborated with BrainSonic, a company that specializes in rich media, for the creation of a video invitation that was used as part of the marketing campaign prior to the event. BrainSonic also supported IDC with a promotional video containing ambience shots from the Forum and on-site interviews with attendees and speakers, which will serve as an important tool for post-event promotional activities.

*IDG Chairman **Pat McGovern** (right) presents IDC EMEA President **Roberto Masiero** with a gift in honor of the successful completion of the 15th European IT Forum.*

- **The IDC EMEA Award for ICT Innovation and Business Transformation**. The program recognizes organizations that have demonstrated leadership in leveraging ICT to improve customer experiences, extend and enhance supplier networks, streamline the supply chain or deliver other vital forms of business value. Companies submitted ICT-enabled business projects judged by a committee of IDG and IDC senior executives and outside experts and chaired by Gens. The winners, recognized onstage by IDG Chairman **Pat McGovern**, were Hospital Son Llatzer in Spain, Nordzucker AG in Germany and METRO Group, a multinational retailer. The award ceremony took place during the Gala Dinner, which was hosted and introduced by the president of Xerox Europe.

"By continuously injecting improvement and innovation into the IT Forum, we were able to celebrate this year's 15th annual edition of the event with an exceptionally successful result. The Forum truly manifested itself as a unique platform for our clients to increase their visibility and mindshare with senior executives in the region — and confirmed, once again, IDC's relevance and influence on the end-user community" said IDC EMEA President **Roberto Masiero**.

Next year's European IT Forum will be held in September.

*Contact IDC EMEA Senior Marketing Communication Specialist **Claudia Corradi** at ccorradi@idc.com or go to www.idc.com/emea/itforum05.* WU

See this article on www.idgcentral.com for more speaker excerpts and details about the award winners.

Media support

IDG publications were well-represented among the record-setting 20 media partners: seven CIO publications in Europe, Computerworld and NetworkWorld (Italy), Tecchannel and Computerwoche (Germany), Techworld (U.K.) and Le Monde Informatique (France).

For the second year, technology channel e-TV conducted interviews with analysts, speakers and sponsors and will create a special 25-minute program on the European IT Forum to air on the Sky network. The video will also be recast as a promotional tool for IDC and its sponsors.

noteworthy people

New employees

IDG WORLD UPDATE
Hines

Virginia Hines joins InfoWorld as VP/general manager for InfoWorld.com. Since 2000 she has been managing online advertising programs and services at Yahoo, as well as developing, launching and managing Search Submit Express for Yahoo Search. Prior to joining Yahoo, she was founding publisher of the BioInform group of bioinformatics- and genomics-related newsletters and online services. She holds an M.B.A. from UCLA, an M.Litt. from the University of St. Andrews, Scotland, and a B.A. in English and art history from Rice University in Houston. She has been published in The New York Times, New Orleans Times Picayune, and the journal Strategic Planning for Energy and the Environment. In her spare time, she has been studying Chinese, which she was able to practice on a recent trip to China. *virginia_hines@infoworld.com*

Conner

Research Analyst/Storage Tracker **Liz Conner** joins IDC Framingham from Tecolote Research, where she was a cost analyst. Liz has a B.A. economics from the College of Wooster in Wooster, Ohio, and an M.A. in applied economics from Binghamton University in Binghamton, N.Y. She stays active with tae kwon do and snowboarding and is an avid ice hockey fan. *lconner@idc.com*

BILL RIGBY
Roberts

Network Operations Manager **Jeff Roberts** comes to Computerworld after 13 years at CYRO Industries in Sanford, Maine, where he was a senior information technology specialist responsible for all facets of network administration for a seven-site network running Windows Active Directory and Lotus Notes/Domino. A graduate of Thomas College in Waterville, Maine, he holds a B.S. in computer information services with a minor in accounting. He also has technical training in Lotus Notes/Domino, Novell NetWare, Microsoft Certified Systems Engineer and Cisco Certified Network Administration. Outside of the office he enjoys spending time with his 5-year old daughter and working out at the gym. *jeffrey_roberts@computerworld.com*

MICHELE NIELSON
Mak

Moving from his role as online production intern, **Sui Mak** joins IDG Entertainment as an associate Web developer. He holds a B.S. in information services from San Francisco State University and enjoys video games and basketball. *smak@gamepro.com*

MICHELE NIELSON
Atchison

Previously an associate Web developer with Miller Freeman, **Mary Atchison** is now an ad operations coordinator for IDG Entertainment. She graduated from San Francisco State University with a B.S. in biology and enjoys skiing, cooking, gardening and cycling. *matchison@gamepro.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

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key to staying above the noise will be to keep the content quality very high, on themes that really matter to the future of the industry (not on what I think, say, about the Red Sox). And making sure the content is as exclusive as possible, leveraging IDC's (and IDG's) powerful research and information assets.

***Q* How did you become such an expert about IBM? Do you see any other major changes on the horizon for IBM?**

A I've been following IBM since 1980, when my very first analyst job was as an "IBM watcher." With 26 years of watching IBM, I feel like they should give me a Quarter-Century Club pin! (IBM's Quarter-Century Club is for 25-year employees.)

The obvious point about IBM is how remarkably well it has made it through so many major shifts in the industry. And today, it's in the most exciting and dangerous point in its existence.

The next big changes for IBM are about executing the very big changes they've already begun. First, the growth of its services businesses has changed IBM from an asset-based to a labor-based business — can it improve its leverage and margin in this model? Its past success means it now accounts for about 10% of all IT market share — can it find new growth areas where IBM has (or can acquire) competency and develop "brand permission"? Its BPTS initiative, where IBM is stepping out of the IT box to deliver business services, will dramatically expand IBM's addressable market, but will IBM be able to be a share (and margin) leader, competing with FedEx, Hewitt, and other business process outsourcers?

One thing you can say about IBM management today: they are not chicken. They are accepting higher risks than ever in order to open up some very big opportunities for IBM's future growth.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.* WU

World Update is available as a PDF

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to world_update@idg.com. Do not write anything in the subject line or in the text field.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Ann Clark *IDC*

25
Maria del Carmen Doehler *IDG Germany*

20
Carol Spach *CXO Media*

17
Frank Gens *IDC*

16
Francisco Rodriguez *IDG Spain*
Martin Wallström *IDG Sweden*
Marco Tennyson *IDG Italy*

14
José Luis Palacios *IDG Spain*
Jean-Pierre Antonio *IDG France*

13
Uli Diehlmann *PC World*
Wlodzimierz Duszyk *IDG Poland*

11
William Manning *IDC*

10
Susan Green *PC World*
Dorota Fatyga *IDG Poland*
Gerda Tausch *IDG Germany*
Yasuhiro Watanabe *IDG Japan*

9
Raymond Boggs *IDC*
Jacqueline McLean *IDC Canada*

8
Maritha Norlin *IDG Sweden*
Claudia Wolff *IDG Germany*
Esther Ng *IDC Hong Kong*

7
Lars Vestergaard *IDC U.K.*
Kevin Dunne *IDG*
Stephanie Boidin Dupire *IDG France*
Patricia Bouvier *IDG France*

6
Louiza Pells *IDC U.K.*
John Greco *IDC*
Kenneth Presti *IDC*
Tracy Floyd *IDC*
Patrick Hill *IDC*
Nancy Wyatt *IDC*
Iris Haug *IDG Germany*
Sabrina Teteau *IDC France*
Jo Nicol *IDG Global Solutions U.K.*

5
Gary Duncan *IDC U.K.*
Andrzej Gontarz *IDG Poland*
Mikael Lindkvist *IDG Sweden*
Alexandra Heymowska *IDG Sweden*
Michael Hyjek *IDC Canada*
Daniel Stokes *IDG Global Solutions U.K.*
Bas Roestenberg *IDG Netherlands*

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Blossom Woo *PC World*
Kayan Wong *PC World*
Amy Norcross *IDC*
Scott Tiazkun *IDC*
Malin Lennen *IDG Sweden*
Anders Berglund *IDG Sweden*
Barbara Fassiadou *IDG Germany*
Sabine Schlund *IDG Germany*
Zwetelina Schwalbe *IDG Germany*

3
Kaila Bongiovanni *InfoWorld*
Steven Kempton *IDC*
Mirza Baig *IT World Canada*
James Alexander *IDC Canada*
Haruki Watanabe *IDC Japan*

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Ernest Lefebvre *IDC*
Federico Amprimo *IDC Peru*
Viktor Gofaizen *IDG Germany*
Maire Kushner *IDC Canada*
Loretta Pein *IDC Australia*
Warren Chaisatien *IDC Australia*

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Jill Martay *InfoWorld*
Robert Parker *IDC*
Kristen McGillivray *IDC*
Vanessa Ho *IT World Canada*
Márcia Regis *IDC Brazil*
Desiree Rhoode *IDG U.K.*
Ole Meiners *IDG Germany*
Axel Beisner *IDG Germany*
Yoshimi Sato *IDG Japan*
Claus Mortensen *IDC Hong Kong*
Roslyn Baguley *IDC Australia*
Victor Liu *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Exhibition Infobalt
Oct. 19-22
Lithuanian Exhibition Centre
Vilnius, Lithuania
www.infobalt.lt

Computerwoche Jobs & Careers
Oct. 24-28
Systems Fair
Munich, Germany
pmuehleck@computerwoche.de
www.idg-veranstaltungen.de

Compu XXIV 2005 Vida Digital
Oct. 24-30
Centro de Exposiciones y Convenciones Mitad del Mundo
Quito, Ecuador
andrealavarello@pcworld.com.ec
www.compuecuador.com

Computerworld's Storage Networking World
Oct. 24-27
JW Marriott Grande Lakes Resort
Orlando, Fla.
ann_harris@computerworld.com
www.snwusa.com

IDG Security World 2005
Oct. 28
Grand Hyatt Hotel
Singapore
www.idgsecurityworld.com.sg/

PC World GPSC Meeting
Nov. 6-8
Westin St. Francis
San Francisco
Contact: Sandy Wong
sandy_wong@pcworld.com

Enterprise GPSC meeting
Nov. 8-10
Westin St. Francis
San Francisco
Contact: Don Kennedy
don_kennedy@idg.com.au

LinuxWorld Conference & Expo
Nov. 9-10
Jaarbeurs
Utrecht, the Netherlands
www.linuxworldexpo.nl

LinuxWorld Conference & Expo
Nov. 15-17
Frankfurt Fairgrounds
Frankfurt, Germany
akaeppel@ksmesse.de
www.linuxworldexpo.de

IT Meets Business
Nov. 16-17
Hotel Bayerischer Hof
Munich, Germany
pmuehleck@computerwoche.de
www.idg-veranstaltungen.de

European IT Banking Forum 2005
Nov. 17-18
Milan Marriott Hotel
Milan, Italy
www.idc.com/italy

For a more complete listing of IDG events, visit IDG Central and click on the "Events" link.

celebrating 10!

Name
Jennifer Koppy

Home
Attleboro, Mass.

Joined IDC
February 1994 as a copy editor.

Current title
Research Manager. I do residual value forecasts for a wide range of hardware, including low-end and midrange servers, workstations, desktop and portable PCs. I track how technology changes impact price/performance ratios, pricing on the secondary markets, and new market pricing for servers.

Most challenging part of your job
Squeezing a lot of work into my part-time schedule.

Best part of your job
Working with smart people and keeping current with technology.

What's kept you at IDC for 10 years?
IDC has been very flexible and accommodating as my life changed and I've become a mom. I enjoy having a job that is project-oriented, because it allows me the satisfaction of finishing things.

Words to live by
Courtesy is contagious.

Interests outside the office
Dressage, cross-country jumping/riding.

Family
My husband Kevin and I have two sons: Tyler, 7, and Trevor, 4.

Most rewarding thing you've ever done
Just before I joined IDC, my brother and I spent two weeks traveling up and down the east coast of Australia.

What's your favorite thing on your desk?
Cup of coffee!

What ability do you wish you had
I wish I could speak Spanish.

First job?
Scooping ice cream. I ate hot-fudge sundaes and drank malts during every shift. I ate way more than the minimum wage they paid me.

Your idea of a perfect day alone?
When I have a day alone I always end up cleaning the house and gardening. I wouldn't say it's my idea of perfect, but I like to get stuff done.

What book is on your nightstand?
"King of the Wind" (yep, about a horse!)

Jennifer Koppy *joined ID G Chariman* ***Pat McGovern*** *for dinner in honor of her 10 years of service to IDC.*

Do you have any pets?
My horse, Jigs; a miniature horse, Tonka; and a Siberian husky, Jet.

What is your favorite thing to do that doesn't cost any money?
Spending time with my kids!

Favorite vacation spot?
Any place with a beach and a swim-up bar.

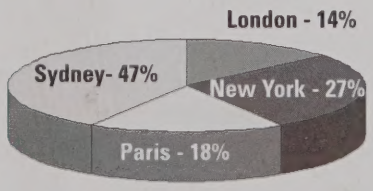
Retirement dreams?
Either I live in the moment or I am a poor planner, but I have never once thought about retirement.

Manager's profile
"Jennifer produces high-quality research that is always delivered on time, and she provides insightful inquiry support verified with regular praise from our clients. Recently, she demonstrated her ability to go above and beyond, volunteering to assist with a colleague's research while that colleague went on extended sick leave."

— Brian Clarke, VP, Pricing and Leasing Evaluation, IDC

Question of the Week for Oct. 3

Which city would you most like to visit on vacation?



Visit www.idgcentral.com and vote for this week's question: **Apple's Steve Jobs has scheduled a press conference for this Wednesday. What will he announce?**

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG Australia manages successful three-day conference

Regional event draws 500 senior IT executives from 13 countries

In conjunction with South East Asia Regional Computer Confederation (SEARCC) and the Australian Computer Society (ACS), IDG Australia last month drew more than 500 senior IT executives and IT industry professionals from 13 Southeast Asian countries to Sydney for the three-day SEARCC: ICT — Building Bridges conference and exhibition. This was the first time IDG Australia had managed the event.

"After nine months of planning, it all went really well — busy stands, happy sponsors, great presentations and a solid attendance in all of the streams," said **Davy Adams**, IDG Australia director of Enterprise Sales, Marketing and Events and publisher of Computerworld Australia. "IDG has the ability to reach the target audience through our media and the ability to stage an event of this magnitude. SEARCC is a regional group without the local resources to stage an event in Australia, and ACS is already a major partner of IDG, as we publish their member magazine for them."

***Linda Kennedy**, president of the IDG Australia Enterprise division, introduces a speaker.*

The yearly event, which was held in Malaysia last year, had four conference tracks: CIO Management,

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New this week on IDG Central

2006 IDG Calendar
View the 12 winning and 12 runner-up photos.

Useful Web sites
New suggestions for online resources (editorial, sales and Web analytics.

Meet Your Colleague
A Computerworld recruitment ad 17 years ago proved to be the right job ticket for IDG IS' Mike Malone.

IDG Brazil caters to CIOs with publication, Web site, events

IDG Brazil joins a growing list of business units catering to the C-level crowd with its recent launch of a CIO publication, a companion Web site (www.cio.com.br) and plans for various face-to-face events.

Launched as a bi-monthly at a gala celebration during the Computerworld IT Leaders award ceremony Aug. 24, CIO Brazil has an initial controlled circulation of 12,000. In addition to competition from mainstream business magazines and daily newspapers, which increasingly focus on this market segment, CIO also goes head to head with Info Corporate, published by Editora Abril, one of the three largest publishers in Latin America.

According to IDG Brazil Editorial Director **Sonia Penteado**, advertiser support for the launch issue was very strong with 19 ad pages sold, exceeding plan by 20%.

In a unique promotional tie-in with the Computerworld IT Leaders Awards, 120 copies of the launch issue of CIO carried a special promotional cover featuring one of the 12 executives honored by Computerworld. Each of the 12 "IT Leaders" was given 10 copies of the issue with the promotional cover. The covers were sponsored by Oracle.

The company also produces four annual Leaders Summits, organized around vertical markets: public sector, manufacturing, financial and retail, as well as monthly executive breakfasts and various networking initiatives. To date, these three-day

continued on page 5

in brief newsworthy

Computerworld Czech celebrates 15th anniversary with regatta

Motivated to do something special with customers to mark its 15th anniversary, Computerworld Czech and sister publication Business World Czech recently navigated uncharted territory by organizing their first regatta.

Held off the coast of Croatia, the two-part event featured boats sponsored by the Czech Ministry of Informatics, 12 companies (including Cisco, Hewlett-Packard, Oracle Czech and Sun Microsystems) and IDG Czech.

The event consisted of a three-day race, the Yachting Business World Cup (won by Cleverlance), and a one-day race (won by ICZ) in memory of Jakub Dosoudil, a well-known Czech entrepreneur killed by the tsunami in Asia last December. Part of the proceeds from the races, approximately US$3,000, was sent to an endowment fund used to care for children in orphanages.

*IDG Czech employees enjoy the race (l-r): **Kamil Pittner, Petr Vopalecky, Jitka Vyhlidkova, Karel Taschner, Jan Dvorak, Petr Mandik, Zuzana Peskova, Lenka Vokurkova, Sarka Lankammerova, Renata Mareckova.***

Computerworld Czech Editor-in-chief **Petr Mandik** said IDG decided to capitalize on sailing's growing popularity in the Czech Republic. Yachtswoman Lenka Smidova, who won an Olympic silver medal in Athens, mingled with the attendees at the IDG event. It was also a good opportunity for teambuilding for all the participants and a chance to forge new friendships, he added.

Mandik said all the participants, including Czech Informatics Minister Dana Berova, were very pleased with the event. Sponsor fees covered all the costs and he expects next year's event to be profitable.

Write to petr_mandik@idg.cz. WU

PC World Iran boosts subscription base at country's largest IT exhibition

PC World Iran bolstered its presence at Iran's largest IT exhibition, ELECOPM 2005, earlier this year with a redesigned and enlarged booth. The staff signed up 1,320 new subscribers, augmenting the current distribution of 7,700 copies that have a readership of 12 to 15 people per issue. PC World's editorial team participated in a variety of seminars during the show, which drew more than 290 Iranian hardware and software firms as well as 40 companies from around the globe.

PC World Iran has been published under license to IDG since 1998 as an edition within the monthly *Electronics & Computer* magazine. Its parent company, Group of Scientific & Research Publications, has been in the IT publishing business for 28 years.

Contact Manijeh Zareian at zareian@gsrp-fair.com. WU

*The PC World Iran staff at the show included (l-r): Editor **Ehsan Amirian**, Advertising secretary **Mina Moosavi**, Advertising Manager **Naser Khosravani**, Subscription Department Manager **Nasim Torkaman**, Coordinator **Bahman Mohajer** and Reporter **Zahra Mirkhani**.*

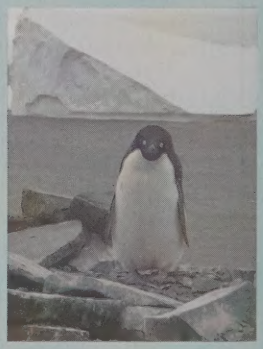
Congratulations to the winners of the 2006 Employee Photo Calendar Contest

The votes are in, and the winning photos in the IDG Employee Photo Calendar Contest will soon be displayed in offices worldwide. For the second year, the 12 winning photos were selected by employees around the world who logged onto IDG Central to cast their votes. For the most part, the voting was extremely close with only one or two votes separating many of the winners.

This year's runaway favorite, "Greetings from Antarctica," (below) was submitted by **Ted Samson** of InfoWorld. Second place honors went to perennial winner **Gary Anthes** of Computerworld and third place went to **Laura Brisbee** of IDC.

Other winners are:

Mario Nagano, IDG Brazil
Barry Mason, IDC
Stephen Athan, IDG World Expo
Seppi Heber, IDG Australia
Li-May Chew, IDC Asia/Pacific
Simon Jary, IDG U.K.
Willie Low, IDC Asia/Pacific
Ines Pariente, IDG Magazine Verlag
John Gantz, IDC



Calendars will be distributed to all employees worldwide in December. For those who can't wait to view the winning photos, the 12 photos selected for the calendar as well as the 12 runners up are available on IDG Central.

Thanks to everyone who submitted photographs and to the nearly 400 employees who voted!

one on one *the interview*

Michael Friedenberg
The president & CEO of CXO Media is this week's guest columnist. Reach him at mfriedenberg@cxo.com.

Michael Friedenberg joined IDG after a 10-year career at CMP. World Update asked for his observations on the key cultural differences between the two companies.

IDG reminds me a lot of CMP seven years ago when it was owned by the Leeds family. IDG is very employee-focused and tries to balance the need for operational and professional excellence. My goal is to continue this IDG tradition and foster an environment where employees feel happy, creative, passionate and inspired to come to work every day. I am confident that over time the team will see CXO as the best place for very talented people to come together to create, innovate, have fun and win.

I will say that IDG is quickly addressing one of the things CMP has done well for years, which is partner internally between the various business units and brands. One of the main reasons I decided to come to IDG is its global presence and potential. The world is becoming smaller, and the ability to globally segment audiences will be imperative to future business leadership. IDG has the brands, global reach and internal fortitude to create winning propositions for its customers.

Q **When you joined CXO Media three months ago, you said you planned to spend much of your first few weeks meeting and talking to customers to find out what CXO Media was doing right and what it needed to do better. What did you learn?**

A It is amazing how much you can learn in a short amount of time just from listening to your customer, be it the reader, advertiser or internal peer. What became very apparent right away is that customers and employees both hold an incredible affinity toward the CXO brands. When meeting with customers, words like "trust," leadership," innovative," and "insightful" are commonly used to describe our business. This established affinity is certainly one of the things CXO does well, and it stems largely from the company's longevity, editorial excellence and ability to continuously deliver quality print products.

Another area where CXO is uniquely successful is the launch of the CIO and CSO Executive Councils. In less than two years, the CIO Executive Council has secured more than 200 paying CIO members from organizations with an average $5 billion in revenue. The CSO Executive Council is still in start-up mode but already has 40 paying members. The ability to inherently understand the business and technology priorities of these C-level executives is a great asset and differentiator for our organization and our media brands. These two programs also elevate the level of value and affinity CXO provides to our reader communities.

Of course, there are several areas where CXO has room to improve, to expand its portfolio and to increase its market appeal. Our online, events, and custom publishing businesses are being revitalized and restructured to better meet the needs of our customers, who want to do business with us. We are creating more robust media platforms from which to build new products. The market will quickly see that CXO is expanding its product offerings in these specific areas while continuing to capitalize on the leading editorial position that we possess in the CIO, CMO and CSO arenas.

Internally, there need to be changes in the way information is shared within the company — top-down, bottom-up and across product lines — to insure the staff understands how CXO is performing and feels a level of ownership. One of my short-term goals is to provide staff with visibility and transparency into the business so we can have open and frank conversations about what is working and what needs improvement.

Overall, CXO Media has very strong products with very talented people. Moving forward, we are taking necessary steps to make sure all of our endeavors align with customer needs, drive profitable revenue or increase online traffic.

Q **There have been some significant changes at CXO Media since you came on board. Can you briefly outline what they are and how the company is now positioned for the future?**

A CXO is unique to IDG in the fact that our business unit consists of five profit centers: CIO, CSO, CMO, the CIO Executive Council and the CSO Executive Council. This level of innovation has certainly helped us gain credibility at the CXO ranks but when an organization innovates broadly, it is important to set up an environment where there is direct accountability for each profit center. **Gary Beach** is publisher of *CIO*, **Bob Bragdon** is publisher of *CSO*, **Steve Twombly** is publisher of *CMO*, and **Mark Hall** is general manager of the councils. (**Bob Hayes** reports into Mark Hall for the CSO Council). Each now have direct P&L responsibility for their respective businesses, providing them with a complete understanding of their business as well as the ability to make faster decisions at a higher rate of accuracy.

In addition to this change, CXO is investing in the major areas of growth — online, events, custom publishing and the councils — mentioned earlier. The market is going to quickly see major enhancements in these areas and CXO has already made key additions to our team to lead these specific product lines. We recently hired **Ellen Daly** as VP of Executive Programs. She comes to IDG with a wealth of experience having been at Inc., EMC, Carat, and, most recently, George P Johnson. **David Churbuck** is leading online, having been with Forbes and McKinsey. And **Charles Lee**, IDG's VP of Program Development, has agreed to oversee our custom publishing unit in addition to his current responsibilities at the IDG Corporate Sales level.

Operationally, we've made some changes as well. **Matt Smith**, COO at Computerworld, will also serve as CXO's COO. Matt has already helped immensely in achieving better financial visibility into our business units and building processes that allow the publishers to understand how their businesses are performing. In addition to Matt, **Nancy Newkirk**, director of Information Services for IDG, will work with the CXO team to make sure our IT operations are running in optimal fashion.

All of these enhancements, be it people, process, or

continued on page 7

SEARCC

continued from page 1

CIO Government, Emerging Technologies and Academia. "We had a diversity of content because we wanted delegates to be able to create their own program to maximize the value they got out of the event," Adams said. There were 60 speakers from 17 different countries including South Africa, Taiwan, Malaysia and the U.S. IDG Australia speakers included **Linda Kennedy**, IDG Australia Enterprise division president; and **Con Colovos**, executive director of IDG Australia's CIO Executive Council.

The IT Manager of the South Australian government said he was disappointed that he did not bring more of his department because the content of the seminar program was so good, Adams noted.

Platinum sponsors for the conference included Australian business technology optimization firm Mercury, Nortel, KPMG, American Power Conversion Corp. and Microsoft.

Adams said the event was well received by potential sponsors, but actually getting sign offs was "a long, hard slog in this era of Sarbanes-Oxley. And of course, everyone wants something 'new,' but they want it to be 'tried and tested' as well." He noted that sponsors are now heavily focused on lead generation and see events as an integrated way of getting their message out through presentations as well being able meeting with people one on one.

SEARCC was marketed through "all the traditional channels," Adams said — direct mail, e-direct mail and advertising in IDG Australia publications. "We also worked with our partners to get overseas and government delegates. It was very much about leveraging the networks of people we had involved."

The conference also included a well-received, invitation-only gala dinner for 250 executives ("Events Manager **Denyse Robertson** took a smallish budget and made the place look like a million bucks," Adams said), the International Schools Software Competition for students from SEARCC member nations (www.acs.org.au/searcc05/competition.htm) and a Delegates Golf Day at the end of the event.

SEARCC 2006 will be held in Sri Lanka. For more information go to www.searcc05.com or contact Davy Adams at davy_adams@idg.com.au. WU

Hug the vendors' sales reps and other tips for a successful event

Davy Adams, IDG Australia director of Enterprise Sales, Marketing and Events and publisher of Computerworld Australia, offered these tips on running a successful event, especially one that involves working with non-IDG organizations:

- Set up your committees and use them to drive attendance. Everyone knows someone, and you can't cover every base yourself just by marketing. Word of mouth is everything.
- When setting up your committees involving non-IDG folk let them know what the parameters are for decision making. And let them know what they have absolutely no say over. Events are a breeding ground for little emperors, and you need to keep everyone working toward the common goal — the best event for the delegates and sponsors.
- Always keep the vendors' sales representatives on the expo floor happy. Feed them, talk to them, even hug them if necessary. They are the ones who will tell their companies whether your event was a success. They can make or break your event.
- Make announcements during the conference breaks to drive traffic to the stands. i.e., "At 1:15 p.m. XYZ Vendor will be giving a demo of their new XYZ product."
- Underpromise and overdeliver on delegate numbers.

Template for surveying online readers available on IDG Central

As a way to give business units a foundation to help them analyze their online readers' satisfaction and needs, IDG Research Services has created a template of standard questions for surveying site visitors. The questions are designed to track users' perceptions, usage, interests and other opinions about site navigation and content.

Any business unit can adapt the free template and customize the questions to fit its audience and measure the specific content on its site. There are nine questions and a section for demographic data.

According to **Janet King**, vice president, Research at IDG Research Services, the study is comparable to the open study conducted once or twice annually among subscribers of IDG's U.S. print publications. She recommends that the online survey also be done regularly, depending on how much the site content and structure changes, in order to effectively track changes in usage and opinions.

The need for a template was discussed at the IDG U.S. Online Meeting in June, at which time the IDG Research Services team announced they were working on a template that could be adapted locally.

"This site survey template will be a valuable tool to better understand the preferences and behavior of our online users, which represents a much larger and different audience than our print readership," said IDG Communications President **Bob Carrigan**. "Every business unit should be using a combination of Web analytics tools and this site survey template to understand how to attract and retain significant online audiences."

The template has been posted on IDG Central's Best Practices Exchange and the IDG Global Meetings Section (within U.S. Online Meeting, June 2005), at www.idgcentral.com.

Write to janet_king@idg.com. WU

Tips for using the survey template

IDG Research Services/VP **Janet King** offered these tips for effective use of the survey template:

- Drive traffic to the survey through a combination of methods on the site (e.g., pop-ups and home page teasers/banners).
- Visitors should be intercepted randomly on all pages of the site to assure that the research results reflect all visitors and not just those that come into the home page.
- Design eye-catching survey invitations that link directly to the survey.
- Offer an incentive to help encourage response.

IDG

October 17, 2005

President & GM, Bio-IT World and bio-itworld.com (BIO)
Bio-IT World, Inc., a publisher focused on the needs of Bio-IT professionals has an exciting opportunity for a talented, energetic and highly motivated individual to lead a highly regarded, fast-growing media organization now moving into its fifth year. The President/GM will have full profit and loss responsibility for the company's online, print, and event products. The most important characteristic for candidates is that they must have a proven track record in developing/managing an online media property or channel. Ideal candidates will also posses significant experience in media publishing with expertise or knowledge in sales, marketing, editorial and events. Candidates must demonstrate strong leadership and management skills and prior P&L responsibility. Applicants should possess exceptional communication and presentation skills and the ability to motivate and lead a team. ***Location: Framingham, MA***
Contact: Piper Sheer, Fax: 508-879-3760, Phone: 508-820-8162, Email: piper_sheer@idg.com

Online Services Specialist (CWI)
Computerworld has an exciting opportunity in our successful online department for an experienced, Account Services Specialist. The person in this position will work closely with our online sales team and our developers to create and analyze metrics on online user habits and use the resulting data to create custom and lead generation programs for Computerworld.com's advertisers. The Account Services Specialist will work closely with the advertisers to ensure a flawless and effective partnership with Computerworld. Candidates should be very customer service oriented and possess strong analysis and presentation skills. A marketing, sales and/or communications background and prior experience in online is also required. Online production/design experience a plus. This position will require some travel.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Director of Online Technology (CXO)
CXO Media has an exciting opportunity for an experienced technical manager with extensive experience in the management of a dynamic online publishing operation. The ideal candidate will have experience in building complex publishing systems, a strategic viewpoint on the rapidly changing technology driving the worlds of online media and advertising, and excellent project management skills. Skills in system/server-side management, web-specific language proficiency (Java, Pythom, Php, AJAX, CSS, etc.) and publishing technologies such as Omniture, DART, and Interwoven Teamsite are essential components for success. The position will oversee the operations of CXO's sites, production systems, and server-farm management, advanced development and R&D. This position reports to the VP/GM of Online and will be a partner in building the business model for CXO Online and driving traffic, revenue growth, and the user experience. Opportunities to develop as a thought leader in online media abound in this position.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Systems Administrator (CXO)
CXO Media seeks an experienced systems administrator to oversee its external and internal publishing systems. The ideal candidate will have at least five years of system administration experience and deep expertise in web server configuration, operation, optimization, patch and security management. In addition to managing CXO's server operations at its ISP host, the systems manager will oversee internal production systems and lead the transformation from an internally developed content management system to an InterWoven Teamsite installation, incorporating third-party metatagging tools and integration with a new Adobe InDesign/InCopy/K4 publishing system. The position will be responsible for the optimization and integration of third-party applications such as DoubleClick DART, Omniture and internal work-flow and business processes such as Oracle, Lotus Notes, and SalesForce.com. Experience in web development is a plus, particularly in OpenSource application development and customization (LAMP, MySQL, Wordpress, MediaWiki, Drupal), Oracle, and Java. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Software Engineer (CXO)
CXO Media, publisher of CIO.com, CSOonline.com, and CMOmagazine.com, is seeking an online software engineer to lead the development of web applications and services delivered to its users through out its network of leading business-to-business web sites. Expertise in Java, Oracle, and OpenSource environment are essential skill sets to possess. Prior experience and exposure to database publishing, online media, and rich media is essential.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Analyst (CXO)

CXO Media Inc. is looking for an individual with excellent analytical, communication and data management skills to join the Editorial Research Department and conduct original research for CIO, CSO and CMO magazines and CXO Web sites. Responsibilities include: managing the implementation of surveys and the collection of data for numerous studies conducted throughout the year, analyzing the results and communicating key findings to CXO editors and readers, updating research content on CXO Web sites and assisting in the development of research-based products. Candidate must possess strong writing, data management, data presentation and analysis skills including MS Excel experience, database knowledge, online survey application knowledge. Familiarity with SPSS, HTML, Perseus SurveySolutions, and content management systems a plus. The ideal candidate will have 3-5 years experience working with qualitative research focused on senior-level executives' issues. ***Location: Framingham, MA***

Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Research Analyst, Business Networking and ISP (IDC)

IDC's Telecommunication's team is seeking a Senior Research Analyst to cover the business networking and ISP segments of the market. This includes technology platforms and solutions based on frame relay, Ethernet (metro and long haul), ATM, optical wavelength services, and IP as well as tracking enterprise networking requirements for both voice and data. This analyst must understand how service providers are meeting the demand for these services and their strategies to compete for future business. Other areas of coverage include all aspects of ISP business models and technology, including consumer and business Internet access, wholesale transport on backbone networks, and value-added services offered by ISPs. Responsibilities include producing insightful market studies and providing compelling strategic advice to our clients. The analyst will be responsible for identifying and tracking key networking and IT trends as well as tracking service providers in this segment. The analyst will also produce quantitative market models and markets shares, and will be responsible for conducting surveys of both end-users and service providers and network equipment vendors - including IDC's branded annual WAN Manager Survey. This position includes working with the media, responding to client inquiries, and presenting industry briefings to clients. This position requires a bachelor's degree, with three to five years experience analyzing companies and trends in the IT/Networking segment. Good writing skills, and the ability to interpret company financial data and manage quantitative databases are essential. The candidate must be confident and have good interpersonal skills, with the ability to interact with product managers, CIOs, and CEOs.

Location: Framingham, MA

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Audience Development Manager (IFW)

InfoWorld is seeking an Online Audience Development Manager for its online business, InfoWorld.com. Reporting directly to and collaborating with the VP & General Manager of Infoworld.com, this key position will drive the traffic strategy for InfoWorld's online business. The Audience Development Manager will identify and meet traffic goals, define audience metrics, grow new audience segments, create and manage key partnership opportunities, manage freelancers and vendors, and support internal data analysis requirements. This position will plan and manage analytically-driven traffic-building promotions for InfoWorld.com, including search-driven strategies, newsletter and email programs, content feeds, cross-promotional links and traffic-building partnerships. Additional responsibilities include intensive data analysis & reporting, audience segmentation, and list management. Candidates must have a background in search engine marketing and online direct response programs with an internet media company. Other requirements: web traffic analysis, solid written communication skills, excellent quantitative and analytic skills (including proficiency in Excel and Access). Please have 7 years of digital media web audience analytics experience. MBA or other Masters Degree in a relevant field is strongly preferred. ***Location: San Francisco, CA***

Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Marketing Coordinator (IFW)

The Marketing Coordinator will provide support to the marketing, PR, and promotions efforts for InfoWorld's print magazine, InfoWorld.com, and our expanding events portfolio. S/he will have primary responsibility for developing sales tools, writing copy, managing various ongoing promotions, and will assist with marketing programs for our advertisers, including lead generation and market research. Qualified candidates will have excellent communication and business writing skills, be able to juggle multiple tasks and deadlines, and be extremely organized and detail-oriented. Solid computer skills, to include PowerPoint, some knowledge of design programs (Quark, Photoshop, Illustrator) and a basic understanding of media sales are required. The ideal candidate will have 2 years experience at an advertising agency or media company. ***Location: San Francisco, CA***

Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Vice President, Marketing and Research (IDG)

IDG is seeking a Vice President with significant corporate marketing and research experience to lead a team working on a wide range of projects supporting both Corporate and IDG business unit initiatives. The VP will oversee strategic development and implementation of IDG Research, IDG Corporate Communications and IDG Marketing Programs. In the area of marketing, the VP will focus on branding and strategic support for pan-IDG initiatives as well as the development of communication initiatives. In the area of research, the VP will develop strategies to leverage traditional and web-based research techniques to maximize deliverables for both primary, secondary and syndicated research projects. The ideal candidate will possess 10-15 years of demonstrated experience with research sales, marketing research techniques, online media research, corporate marketing, and communications and branding. Knowledge and use of online as a strategic tool is a must. Applicants should be adept at presenting to high-level executives and building relationships with senior managers. Frequent travel is expected. This position has full profit & loss responsibility for the Marketing & Research business unit. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Senior Research Analyst, Life Science Insights (LSI)

Life Science Insights, an IDC company, is actively building the premier market & technology research, forecasting, intelligence and consultancy practice in the life science space. We are currently seeking a Sr. Research Analyst to help develop and drive our Life Science Clinical Development practice to include: developing, conducting and managing business and technology market research; providing trending and forecasting analysis; and, leading strategic consulting assignments focused on companies in the biopharmaceutical space conducting drug development and clinical trials and on the technology vendors addressing those areas. The Sr. Research Analyst will be a key member of the Life Science Insights research team. This position involves providing primary research with regards to how technologies drive the research and business practices of biopharmaceutical companies. This individual will assist in developing and maintaining a research agenda in support of our clients business and clinical development efforts, develop qualitative and quantitative research reports on technology and other drivers within the industry, and assess leading indicators and best practices. This person will be expected to develop and manage long-term relationships with assigned clients. We are seeking professionals with backgrounds in the life sciences - specifically pharmaceutical development, contract research outsourcing, clinical informatics, IT for clinical trials management, etc., and experience in business development, analysis and forecasting, or project management. The individual should have at least 6 years of professional experience in a pharmaceutical, biotechnology or contract research company or within a software vendor addressing those clients. The candidate should have experience in client relationship development, solution creation with senior level executives, project management and execution, and possess strong writing, public presentation and communication skills. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. Requires approximately 25% travel. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Designer (MAC)

The Designer at Macworld will collaborate with editors and the art director to conceptualize, plan, and design sections, features, and other parts of the magazine and editorial projects. Responsibilities will include assigning and art-directing editorial illustration and photography; supervising art assignments from the concept stage through final color approval; and obtaining all art elements required for those projects. Qualified candidates must have 3+ years experience in publication design (preferably in a monthly environment); high-level proficiency in InDesign, QuarkXPress, Adobe Photoshop, Adobe Illustrator and OSX. Must have a strong sense of type and color as well as excellent attention to detail and great design skills with a strong portfolio to back them up. S/he must be very well organized and able to work as a team player in a fast paced environment, with excellent communication skills and good conceptualizing abilities. An understanding of the 4-color printing process is a must, and an understanding of (and enthusiasm for) the Mac platform is a big plus. Please include cover letter and salary requirements, and reference 'MAC Designer' in the subject line when applying. ***Location: San Francisco, CA***

Contact: C. Rivera, Fax: 415-975-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

IDG

Current Jobs, Week of October 17, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Circ	Part-time Circulation Assistant	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Exec	President & GM, Bio-IT World and bio-itworld.com	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Edit	Managing Editor, Online Channels	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Networking	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Storage	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Business Development Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Coordinator/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Facilities	Facilities Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Mktg	Online Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Projects Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Cust Pub	Group Director, Custom Publishing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Cust Pub	Senior Editor, Custom Publishing	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Mktg	Vice President, Marketing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Audience Development Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Director of Online Technology	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Advertising Producer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Marketing and Commerce Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Product Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Reporter	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Software Engineer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Sales Administrator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online Sales	VP, Online Sales	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Research	Research Analyst	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	Ad Sales Associate	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	VP of Sales/Business Development, CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Exec	President, IDG Web Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	Mktg	Project Manager	East Coast	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Vice President, Marketing and Research	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Director, White Paper Strategy	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	HR	HRIS Systems Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Art/Design	Associate Art Director	Oakland CA	Francis Mao	fmao@gamepro.com	510-768-2718
	Mktg	Marketing Director	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	Research	Senior Vice President, IDG Research Services	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
InfoWorld						
	Mktg	Marketing Coordinator	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Audience Development Manager	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Product Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online Sales	Eastern Online Regional Sales Manager	East Coast	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Tech	Senior Software Engineer	San Francisco CA	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
International Publishing Services						
	IS	Desktop Support Specialist	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Art/Design	Designer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Cust Serv	Client Services Administrator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Edit	Copy Editor	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Director of Operations	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Manager of Audience Development, Online	Southborough MA	Patricia Duarte	pduarte@nww.com	508-460-3333

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
PC World						
	Ad Sales	Senior Account Manager	Paramus NJ	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Conference & Editorial Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Conference Services Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDC						
	Conf	Program Director, Conferences	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Intern	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Marketing Manager, Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Mktg	Project/Engagement Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Associate Research Analyst, Computer Peripherals	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Consulting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobile Devices: Consumer	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, PC Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Worldwide Telecommunications Equipme	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Business Networking and ISP	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Compliance	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Leasing Evaluation Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Latin America	Miami FL	Jim Klepper	jklepper@idc.com	508-935-4143
	Sales	Client Service Representative, Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Global Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, GEA Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Client Service Rep, Enterprise Custom	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Systems Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Energy Retail Strategies	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Health Industry Insights						
	Research	VP Research, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Life Science Insights						
	Research	Sr. Research Analyst, Life Science Insights	Framingham MA	Michelle Hockman	mchockman@idc.com	508-935-4133

IDC Italy organizes fourth eGovernment Conference

IDC Italy held its fourth eGovernment Conference in Rome on Oct. 10, examining the main trends and new developments surrounding eGovernment implementation in both Italy and Europe.

For the first time, the event featured a keynote speaker from outside Italy, Maria Wimmer from the Federal Chancellery of Austria's ICT unit. "Given that our country is becoming more decentralized, with local authorities taking on more eGovernment responsibilities, it was interesting for attendees to learn first-hand how their peers in another country have integrated the building blocks of full electronic service provision," said IDC EMEA Senior Marketing Communications Specialist **Claudia Corradi**.

The majority of the almost 400 registered attendees were executives from central and local government agencies, who attended at no charge. Representatives from ICT companies paid an admission fee.

As it did last year, IDC's EMEA Conferences and Events Group, which organized the event, sold sponsorships to four influential public authorities that promoted the event to their key officials. There were also eight vendor sponsors, among them Citrix Systems Italy, Software AG Italy and Ericsson.

Cattaneo

Claps

Lorenzelli

In addition to speakers representing prominent Italian service providers and government agencies, the agenda featured IDC EMEA Director/ Expertise Center Competitiveness & Innovation Policies & Strategies **Gabriella Cattaneo**; IDC EMEA Program Manager/European Vertical Markets **Massimiliano Claps**; and IDC Italy Senior Consultant **Alessandro Lorenzelli**.

Twenty-four journalists from a variety of media outlets attended the event, and 14 interviews with keynote speakers, analysts and sponsors ensured substantive press coverage. Media partner, TelePA, whose audience is government officials, produced two video and audio programs the day of and the day after the conference incorporating interviews and highlights that were accessible on TelePA's Web site and promoted on the IDC Italy site. The programs served as both promotional tools for IDC as well as added-value vehicles for the sponsors.

Visit www.idc.com/italy/events/egov05/egov05.jsp or contact Claudia Corradi at ccorradi@idc.com. WU

Western European governments to invest above IT market average

According to a recent study by IDC EMEA Program Manager/European Vertical Markets **Massimiliano Claps**, Western European governments will invest $49 billion in IT in 2009, compared with $38 billion in 2004. The growth rate will continue to stay above the IT market average, with local authorities the strongest driver, Claps said. Government IT spending in Western Europe will grow at an average 5.4% between 2004 and 2009, compared with 4.5% for the total IT market.

CIO Brazil

continued from page 1

events have been produced under the Computerworld brand but are now being co-sponsored by CIO.

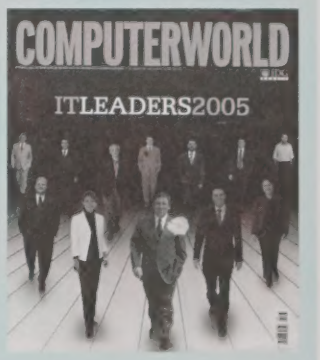
Several new initiatives are planned for FY2006, such as one-day seminars related to Best Practices in ERP implementation, security matters and so on.

For more information, contact Sonia Penteado at spenteado@idg.com.br. WU

Unique promotion builds affinity for CIO among Computerworld Brazil's reader base

At left is the regular cover of the launch issue of CIO Brazil, which was officially unveiled at the Computerworld IT Leaders Awards gala. To promote the new publication, dummy covers (above right) featuring each of the 12 IT Leaders honored by Computerworld, were created and handed out to the winners during the event.

Computerworld Brazil's IT Leaders Awards, now in its third year, was designed to honor outstanding IT executives in the Brazilian market. Computerworld uses a questionnaire consisting of 100 questions that is sent to some 200 CIOs. The results are tallied and audited by PricewaterhouseCoopers. Computerworld runs in-depth profiles of the 10 highest-scoring executives as well as a ranked list of the top 100.



The idea to create promotional covers depicting the winners in Computerworld's IT Leaders Awards program was first tried two years and was a huge hit with the featured executives, according to IDG Brazil Editorial Director **Sonia Penteado**. However, as the effort did not have a sponsor, it was something of a wasted opportunity, she noted.

"This year, with Oracle signing on to underwrite the cost of the different covers, we not only made a big hit amongst our winners, but we also were very successful from a financial standpoint," she said.

noteworthy people

Promotions

ROBERT KANES
Barreca

PC World.com Eastern Account Manager **Mark Barreca**, Account Manager **Cindy Crow** and Northwest Regional Manager **Melissa Gruber** have all been promoted to senior account manager. "Over the past two years, our site has seen tremendous growth in ad sales and it is all because of these three key players," VP/Publisher **Michael Carroll** said. "When challenged with an increase of 35% last year, they rose to the occasion and made PCWorld.com the largest revenue site in all of IDG. They have also developed very strong relationships with their clients and agencies, which has kept PCWorld.com top of mind. Their knowledge, creativity and resourcefulness are just what we need to keep growing our site and generating more revenue." *mark_barreca@pcworld.com, cindy_crow@pcworld.com, melissa_gruber@pcworld.com*

ROBERT KANES
Crow

IDG WORLD UPDATE
Gruber

PC-WELT Deputy Editor-in-chief **Andreas Perband** has been promoted to editor-in-chief of the Munich, Germany-based monthly. "Perband joined IDG in 1998 and took on the management of the software department in 2001," said PC-WELT Publishing Manager **Axel Beisner**. "In recent months, he has not only fulfilled this function but also worked on the redesign of our online offerings at www.pcwelt.de and expanded the site's content and functions. Since then the site has seen a considerable increase in traffic. The new editorial management at PC-WELT ensures continuity in content for our readers and a forward-looking approach for PC-WELT and gives us a basis for even more extensive print-online integration." *aperband@pcwelt.de*

Perband

New employees

Christopher Murray joins CXO Media as a senior Web developer. He was previously senior manager of information management at Lucent Technologies' CoreSwitching Division, where he coordinated 18 developers and database analysts. He studied piano and composition at The New England Conservatory of Music in Boston and is currently completing a B.S. in information technology at the University of Phoenix, as well as taking Clark University's .NET Enterprise Solution Developer program. Outside the office he enjoys photography and spending time with his wife and two daughters, ages five and six months. *cmurray@cxo.com*

Gorris

Dick Gorris joins IDG Netherlands as an online sales account manager, coming from the Dutch automotive Web site Auto Interactive where he was a senior account manager. He studied communications at the University of Amsterdam and enjoys motorcycles, tennis and spending time with his 16-month-old son, Mats. *dgorris@idg.nl*

Previously director of integrated services with Ziff Davis, **Jeremy Rueb** joins IDG's Corporate Sales group in San Francisco as director of program development. A graduate of Westmont College in Santa Barbara, Calif., he holds a B.A. in English. In his free time he enjoys photography, backpacking, baseball and travel. He is getting married in January. *jeremy_rueb@idg.com*

Senior Account Executive **Brett Robinson** comes to IDG Entertainment from MindShare where he was a senior media planner. He holds a B.A. in psychology from Cornell University in Ithaca, N.Y. and enjoys basketball and softball and going to concerts. *brobinson@idg-entertainment.com* WU

IDC holds global marketing summit

RUTH SAGER
*SVP/Worldwide Sales and Marketing **Don Best** (left) and Director, Corporate Marketing **Kristin Hambelton** (right) flank the winners of IDC's recent marketing awards. (L-R): **Jon Guloyan**, **Mark Yates**, **Melissa Bambauer**, **Emerald Wu**, **Patrick Gorman**. Absent from photo is winner **Kim Tulman**.*

More than 50 IDC employees gathered in Framingham, Mass., Sept. 7-8 for the annual IDC Worldwide Marketing Summit. The meeting included an overview of IDC's global sales strategy, an update on IT marketing trends and an opportunity to share best practices.

The group broke up into five workshop session to discuss delivering and improving sales tools; improving the customer and prospect experience; revenue/lead generation, data management and marketing measurement; improving brand awareness; and increasing outreach efforts.

Five awards were presented:

- Marketing Excellence in Creativity
Senior Group Marketing Manager **Patrick Gorman** (IDC U.S.)
- Marketing Excellence in Sales Collaboration
Marketing Manager **Emerald Wu** (IDC Taiwan)
- Marketing Excellence in ROI
Director/Market Development **Jonathan Guloyan** and Marketing Specialist **Kim Tulman** (IDC U.S.)
- Global Marketing Excellence
Marketing Coordinator **Mark Yates** (IDC Central Europe, Middle East and Africa)
- Marketer of the Year
Marketing Specialist **Melissa Bambauer** (IDC U.S.)

Contact Kristin Hambelton at khambelton@idc.com. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Nancy Mallette *IDG*
Lloyd Cohen *IDC*

24
Lucienne Bosser *IDG France*

21
Nadine Gogibus-Pahus *IDG France*

18
Runi Estes *Connell Communications*
Lew McCreary *CXO Media*

17
Terri Schafer *IDC*

16
Karen Rokkedahl *IDG Denmark*

13
Deb Winders *Computerworld*
Joe Loiselle *IDC*

10
David Ramel *Computerworld*

9
Amy Bonner *IDG List Services*
Laureen Austermann *Computerworld*
Steve Twombly *CXO Media*

8
Michele DeFillipo *Computerworld*
Moriyama Masaaki *IDC Japan*

7
Matthew Sweeney *Computerworld*
Philippe Saul *IDG France*

6
Hanh Nghi *IDG Corporate Sales*
Jeffrey Spitzer *IDG Entertainment*
Eugene Demaitre *Computerworld*
Barbara Nash *IDC*
Romolo Pusceddu *IDC Benelux*

5
Heather Meninno *IDG World Expo*
Sarah Hindmarsh *IDG World Expo*
Akemi Mizuhashi *IDG Japan*
Joann Terrio *IDG*
Matika Angkatavanich *IDG Global Solutions*
Ginny DeMeo *Connell Communications*
Darren Blatch *IDC U.K.*
Thomas Fitzpatrick *IDC*
Jenny Elmqvist *IDG Sweden*
Per Danielsson *IDG Sweden*

4
Deborah Walsh *Bio-IT World*
Jessica Dryden-Cook *IDG Entertainment*
Phil Sargeant *IDC U.K.*
Roosman Fajar *IDC Indonesia*

3
Erik Hofslagare *IDG Sweden*

2
Carole Dean *IDG*
Patrick Kenney *IDG Int. Publishing Services*
Spenser Hall *IDG Entertainment*
Guillermo Palou *IDG Spain*
Kelly Krug *IDC*
Melissa Webster *IDC*
Magnus Andersson *IDG Sweden*
Willie Low *IDC Singapore*

1
Maryanne Rice *IDG World Expo*
Kathryn Washburn *IDG Entertainment*
Sidney Shulman *IDG Entertainment*
Hideki Ito *IDG Japan*
Mike Bucken *Computerworld*
Matt Wintringham *Computerworld*
Matt Goebel *CXO Media*
Sarah Rose *PC World*
Shavon Burden *PC World*
Lorena Martin *IDG Spain*
Alan Susser *Life Science Insights*
Jerome Weltsch *IDC*
Kevin Robock *IDC*
Rene Hinojosa *IDC*
Jessica Carlqvist *IDG Sweden*
David Fernandes *IDG France*

One on one

continued from page 3

product, are meant to make CXO an easier place to do business and allow us to move at the speed demanded by our customer. With this new focus, I'm confident CXO Media will become more adept at moving at the speed of light to create solutions.

Q **You've talked about implementing a culture of empowerment and accountability at CXO Media. Can you elaborate?**

A My goal is to create an organizational structure that is streamlined, simple and nimble. This will ultimately allow every staff member to know what they are responsible for and who to turn to when they have a question. The theme of empowerment and accountability will allow our talented staff at CXO to make decisions at all levels and eliminate the checks and balances that slow down our ability to execute. As part of this mission, we have created certain guidelines that allow staff to make decisions at the point of the customer. In the event the request falls outside of these guidelines, management approval is needed, however, I hope that these situations will be infrequent and that staff will be empowered to make decisions and create solutions that benefit both the customer and CXO Media.

Q **Do you envision any reshaping or expansion of CXO Media's events lineup?**

A Absolutely. CXO has done a nice job of creating programs and solutions at the conference level. Going forward, we need to launch event products that will allow more scalability within our event offerings. Our ultimate goal is to provide advertisers with more choices and allow them to create a "rolling thunder" events program with CXO that extends beyond one-time event sponsorships.

Q **Do you expect to forge any additional synergies with other IDG business units in the near future?**

A Absolutely. The beauty of IDG is the marriage that exists between all of our properties on a global scale. You can expect to see a high degree of partnership between CXO and the rest of IDG. As you can see from some of the new shared leadership positions, we are already moving in this direction. I am quite confident that IDG and the market will soon witness more examples of CXO's renewed synergy and collaboration with fellow IDG business units. WU

Let us hear from you!

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy****, will be passed along anonymously. Write to world_update@idg.com.*

celebrating 10!

Wang Chao

Joined China Computerworld
July 14, 1994

Career path
Staff reporter, China Computerworld (1994-1997); Executive Chief Editor and Editor-in-chief of CEO & CIO (March 1998-October 2001); Vice President of China Computerworld Publishing and Servicing Co. (CCW Co.) and Editor-in-Chief of CEO & CIO (October 2001-December 2003); Vice President of CCW Co. and Editor-in-chief of China Computerworld (January 2004-present).

Current responsibilities
Managing the writing and editing of all newspapers and magazines, assisting the president with business development planning and exploring the ways of how to make the online business profitable.

Best parts of your job
Following the technology and industry trends and organizing large-scale conferences for both CEO & CIO *and* China Computerworld.

Most challenging parts of your job
Keeping up with new stuff to learn and figuring out how to balance company goals and the staff who always have many desires and thoughts.

*China Computerworld's **Wang Chao** was the guest of IDG Chairman **Pat McGovern** at a lunch celebrating his decade of service to the company.*

Of what accomplishment at work are you most proud?
Launching CEO & CIO.

Outside interests
Chinese *Go* and tennis.

Family
My wife Zong Bin and my 4-year-old daughter Wang Zi'an (Anny).

Favorite vacation spot
Anywhere by the sea and beach.

Retirement dreams?
It is now too early to think about it.

Manager's profile
"Mr. Wang has accumulated a lot of experience in themes selection and content planning after 10 years of reporting, editing, and management experience. He has made great contributions in the improvement of content for CCW Co."

— Liu Jiuru, president, China Computerworld Publishing and Servicing Co.

off line for fun

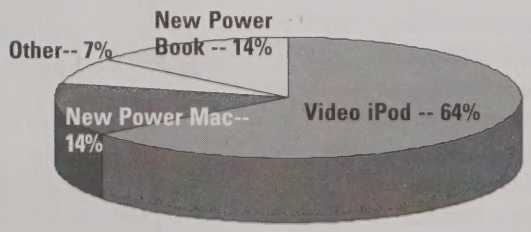
The 5th Wave By Rich Tennant

E-mail your caption for this cartoon to world_update@idg.com by **Nov. 8.** The winner will have his or her choice of a book of Rich Tennant cartoons or an IDG T-shirt. Honorable mention winners will also receive a prize. Have fun!

Question of the Week for Oct. 10

What will Apple's Steve Jobs announce on Oct. 12?

Here's how employees voted on IDG Central (Oct. 10-11):



Log on to www.idgcentral.com to vote on this week's question: If you could conduct a 20-minute interview, who would it be with?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Record client participation at IDC's 14th annual GRAC

*IDC President & CEO **Kirk Campbell** opens last week's worldwide customer event in Dana Point, Calif.*

IDC launched the new fiscal year by holding its 14th annual Global Research Advisory Council (GRAC) meeting last week in Dana Point, Calif. This council consists of IDC's largest clients from around the world and convenes each year to discuss IDC's initiatives for the upcoming year and to give feedback on existing products and services. Clients have the opportunity to network with all of IDC's senior managers from around the world as well as with their peers. This year's GRAC meeting had a record 130 clients in attendance.

Building on the quality, depth and breadth of its research, IDC has been on the forefront of providing analysis and advice on technology initiatives in an increasingly competitive global economy, according to **Gigi Wang**, IDC senior VP, Strategy. The clients at this year's GRAC meeting validated this with comments like, "This is the premier event for getting access to [IDC and IT supplier] management," from an HP executive and "[IDC] is the benchmark for client care," from a Xerox attendee.

"This event is an outstanding opportunity for IDC as well as our clients," said **Kirk Campbell**, president & CEO of IDC, who kicked off the meeting with an opening presentation on IDC's goals and objectives for 2006. "This is our annual client council where our best customers advise IDC's worldwide management team. We heard many useful suggestions that will lead to further improvements in IDC's research and services, which, in turn, will drive increased business."

Following Campbell's opening presentation were two days of additional presentations, panel discussions, breakout sessions, one-on-one management meetings and networking activities. Keynote speakers included **John Gantz**, chief research officer, on "The Next Big Thing"; **Crawford Del Prete**, SVP Research, on Research Enhancements for 2006 and New Research Methodologies; **Rich Vancil**, VP Technology Marketing Research and **Donald MacDonald**, VP Sales Executive Service on Technology Industry Marketing & Sales Benchmarks; and **Heather Maxey**, VP Interactive Products, on new features on IDC.com.

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IDG Entertainment signs content deal with Ask Jeeves

Ask about 'Halo 2 review' and you shall receive — at least if you ask Ask Jeeves (www.ask.com). IDG Entertainment (IDGE) last week announced a two-year content partnership with Ask Jeeves, Inc., the Oakland, Calif.-based information retrieval site, in which IDGE will provide proprietary gaming-related product descriptions, image, cheats, FAQs, walk-throughs and pricing information. According to terms of the partnership, IDGE content will appear at the top of Ask Jeeves search-result pages.

"This is pure traffic play," said **Craig Eastman**, IDGE director of online product development. "All of the search links go directly to our properties. This gives us an ideal access point to gamers around the world, and Ask Jeeves users will get accurate, up-to-date gaming info from our multitude of resources." IDGE's portfolio of sites includes GamePro.com, Games.net, BlogFaction.com. and GamerHelp.com, among others.

The agreement is non-exclusive, Eastman said, allowing Ask Jeeves to offer "more than just our content, and we can offer the same content to other sites."

IDGE content will be provided to the Ask Jeeves servers via a direct, custom XML feed. The Ask Jeeves editorial team will take the IDGE content, which is updated weekly, and match it to popular keywords used in their 'smart search' engines. The smart search results are anchored at the top of all search results pages.

"Our mission is to make finding information on the Web fast and easy," said Jim Lanzone, senior VP of search properties at Ask Jeeves. "Our new partnership with IDG Entertainment allows us to put the timeliest, most relevant gaming information at the fingertips of gamers of all ages and skill levels."

For more information contact Craig Eastman at ceastman@idg-entertainment.com.

WU

IDG News Service offers daily podcast for use online worldwide

The IDG News Service has moved its daily news podcasting operation from beta test into full public release mode with the addition of a new link on the www.idgns.com homepage (upper right, look for the ear logo and IDGNS Podcast).

On the new podcast page, editors will find an audio file of approximately three minutes featuring top breaking news of the day in the global IT industry. For now, a fresh newscast is available daily at about 10:30 a.m. U.S. East Coast time, but the News Service hopes to update the newscast more frequently as more staffers become comfortable with the process, according to IDG News Service Editor-in-chief **Elizabeth Heichler**, who currently serves as the "on-air talent."

IDG WORLD UPDATE

*IDG News Service Editor-in-chief **Elizabeth Heichler** records her podcast of the day's top IT news.*

IDG employees can use the podcast to keep themselves up to date, but Heichler said she hopes that online operations around IDG will also download the MP3 file and make the newscast an offering on their own sites as well. (CIO magazine in the U.S. has been featuring the podcast on its own Web site since day one under the heading CIO Daily News Show.)

The new podcast page also features an area with links to podcasts produced by other IDG business units; Heichler said she is eager to receive more submissions from sites around IDG in order to create a resource center showcasing what colleagues worldwide are doing with this medium.

For more information, contact Heichler at elizabeth_heichler@idg.com.

WU

Behind the scenes

Preparing each day's newscast consumes about an hour start to finish, according to IDG News Service Editor-in-chief **Elizabeth Heichler**. Heichler begins by scanning the latest posts to the IDGNS online site as well as checking the list of stories currently being worked on by News Service correspondents worldwide. After selecting the top five stories, Heichler writes a script, keeping each entry to approximately 30 to 45 seconds.

Using an open source sound editor and recorder called Audacity (http://audacity.sourceforge.net) Heichler records the newscast, adds music, an introduction and closing remarks. The program allows her to save the recording as an MP3 file, which is then uploaded to the News Service site.

Audacity is free and works with Windows, Mac OS X, GNU/Linux and other operating systems. It is available in more than a dozen languages including English, Czech, German, Spanish, French, Italian, Swedish, Japanese and Chinese.

Heichler said she is hoping to make a written transcript of each day's program available online for colleagues in other countries who may wish to translate and record it in the local language.

IDG employees offered 30% discount to Syndicate conference

After its inaugural success in May, IDG World Expo's Syndicate Conference is launching an expanded West Coast event at the San Francisco Hilton, Dec. 12-14 and offering IDG employees a 30% discount.

Syndicate The Premier Event for Content Syndication Trends

This executive-level conference aims to bring together traditional and independent publishers, major media/news organizations, content owners and producers, corporate marketers, new media executives, advertisers, PR professionals and associated industries with innovative Web services, software and technology companies. The program will feature case studies that will offer real-world ideas and solutions for how syndication technologies and sources such as RSS, podcasting, blogging and others are fundamentally changing business and revenue models, and how to reach and engage customers.

The conference's keynote and featured speaker lineup includes representatives from HP, Dow Jones Consumer Electronic Publishing, Sun Microsystems, Microsoft, Yahoo!, as well as Internet pioneer Jeremy Allaire, W2 Group Chairman & CEO Larry Weber, and Linux Journal Senior Editor Doc Searls.

One of the four conference tracks, Syndicated Media, is geared to publishers and other media outlets and will discuss the new World "Live" Web for dynamic media, syndicated content search services, how to follow audience and topical trends in real time, the new editorial market and more. Pre-conference tutorials, such as Publishers and Media: Understanding and Managing Podcasts, Blogs, RSS and Other Strategies, have also been added to the program.

IDG employees may register for a 30% discount on the conference package of their choice by visiting www.syndicateconference.com/live/38/register and use priority code IDG.

*Contact Brand Director **Shelley Ballarino** at shelley_ballarino@idg.com.*

one on one the interview

Colin Crawford
IDG's vice president of business development & operations is this week's columnist. Reach him at colin_crawford@idg.com.

"The opportunities for IDG business units are enormous and very positive as long as we continue to move toward a user-centric perspective and embrace the talent that exists in our communities. We have trusted brands, great original content and strong communities, but in order to keep our users engaged we must allow them to participate."

Q We keep reading that we are now on the second generation of the Internet. What's changed?

A The Web has evolved a few times: first, from a collection of static HTML pages to database-driven dynamic pages. In its current iteration it has become a dynamic computing platform, delivering focused Web applications and services to users.

By pulling in features, data and services from various external sources, Web services can greatly enhance the user experience.

Often built on top of open source software and robust databases, running on powerful, inexpensive hardware, many Web services are "peer produced" by members of the community and address specific needs of the users.

> *"In the past, the differentiation and defensibility of an information technology business was usually based on the technical difficulty of solving the customer's problem and the use of patents and copyrights to prevent competitors from replicating the solution.*
>
> *Today, with everyone building on top of the same tools, the differentiation is subtler, and defensibility is more often based on authenticity of the brand, the loyalty of the community and/or the exclusive access to valuable data that is produced directly or indirectly by the Web service."*
>
> *— Brad Burham, Union Square Ventures*

Key distinguishing features of the Web's current generation include audience participation, content mobility, user collaboration and a focus on user and data relationships.

Users now expect to interact with Web sites without lonely anonymity and are not willing just to have editor-driven content pushed at them. Participatory tools and technologies such as blogs, RSS/XML, wikis and podcasts (audio and video) turn users into authors resulting in user-generated content that complements original editorial and vendor supplier material on our Web sites. *(To view a chart spelling out the differences between the first and second generation of the Web, see this column on IDG Central.)*

Q What are the implications for IDG?

A The opportunities for IDG business units are enormous and very positive as long as we continue to move toward a user-centric perspective and embrace the talent that exists in our communities. We have trusted brands, great original content and strong communities, but in order to keep our users engaged we must allow them to participate — to communicate with each other, to add their perspective and to interact with our editors and vendors who want to sell them goods and services. We must harness our audiences' talent and their enthusiasm. Online editors need to be original content producers, but, even more important, they need to facilitate conversations between their various constituencies.

It's critical that IDG's business unit managers balance protection of their existing revenue streams while recognizing there are very significant disruptive threats going on. Our business must rapidly evolve from the print-centric editorial model that's served us well in the past to one that focuses on the unique needs and expectations of our online users.

Q Internet adoption seems to be moving at very different speeds in different countries. Can you offer some metrics for broadband penetration or other factors that need to be achieved for the Web to really take off in a country?

A It is worth checking out InternetWorldStats at www.internetworldstats.com/stats.htm for the current estimates of Internet penetration and broadband usage.

For the Internet to really take off, you need to have broadband usage above 50% of active Internet users. In the U.S., we have approximately 30% overall broadband penetration rate among households. Of course, U.S. consumer broadband rates are viewed as narrowband speeds by the most advanced online countries such as South Korea and Japan where speeds are 20 times faster allowing for on-demand entertainment services. As broadband penetration increases, rich media content and advertising — through audio and video — will become easier to deliver. Many of the features of the Web's current generation, however, do not require us to wait for broadband penetration to grow.

Q Where do you see IDG's biggest revenue opportunities online?

A In the enterprise space, I see massive opportunities in leads-based revenue services such as white papers and webcasts. IDG has some catch-up to do in these areas, but that's about to quickly change as we are about to launch a major initiative to drive revenues from these products. Other revenue opportunities are in the areas of contextual internal search — we have great content — and we just need to do

continued on page 5

PCW Latin America Awards gala is a must-attend event

There's no question that the PC World Latin America Awards gala in Miami has become a much-anticipated event for region's vendor community. Not only did tables for the seventh edition sell out early, but all eight sponsorship packages for the Oct. 7 celebration were gone in just 48 hours. Once again, the event brought in record profits for the PCW Latin America office.

*(Seated, l-r): **Audemar Abreu**; IDG Brazil; **Trino Ramos**, PC World Latin America; Beatriz Ramos; **John O'Malley**, IDG Global Solutions. Standing, l-r: **Ricardo Castro**, PC World Mexico; Soledad Roldan; **Rafael Roldan**, PC World Ecuador; **Jim Sullivan**, IDG IPS; **Anderson Muhnoz**, IDG Brazil; **Mireya Cortez**, PC World Mexico; and **Diego Allami**, PC World Argentina.*

"This program has become a real benchmark: a true measure of success for the IT leaders throughout our region," said IDG International Publishing Services VP/Latin America **Trino Ramos** in his opening speech. Presidents, VPs and other executives from prominent companies and agencies doing business in Latin America were among the 150 attendees.

The event is the final step of a process that starts in May. IT companies nominate their products and services (this year in 18 categories), and a panel of 22 judges from the editorial teams of PC Worlds in the region select the winners, which are disclosed the night of the gala.

"The expectation of the industry is great and so is the prestige of the awards. That solidifies IDG as the market-leading authority in the region," Ramos noted. The winners display the awards seal in their advertisements and on products and displays. PC World Latin American editions publish the list of the winners in the November issue as the Product Guide of the Year to the Best Products and Services.

In addition to the winners of the 18 categories, PCW Latin America also announced three other annual awards.

- The Product of the Year award, presented by Editorial Director **Elinet Medina**, went to the AMD Athlon 64 X2 Dual-Core Processor. The award recognizes the product that showcases an innovative technology that positively affects the industry.
- The Hall of Fame Award is the highest honor given by PC World Latin America and recognizes those products or family of products that have won a PC World Latin America Award regularly in years past. There were two Hall of Fame winners this year — Lexmark and Viewsonic — recognized by IDG Global Solutions President **John O'Malley** and IDG International Publishing Services VP/Licensing **Jim Sullivan**.
- The Digital World Award, presented by Ramos, honors the company that has leading products for the home, office and on the road that not only increase efficiency but also entertain and improve quality of life. Samsung collected this year's trophy.

Contact trino_ramos@idg.com. For a complete list of awards, see this article on IDG Central. WU

PC World Latin America staff provides content for nine editions

The employees of PC World Latin America (PCWLA) provide a monthly core of common content for each of the nine Spanish-language *PC World* editions in Latin America.

The editorial staffs of the editions in Ecuador, Mexico, Panama, Peru and Venezuela supplement this core content with local editorial material.

PCWLA staff, along with local freelancers, produces the issues for Argentina, Chile, Colombia and a Central American edition for Costa Rica, El Salvador, Honduras, Nicaragua as well as Puerto Rico and the Dominican Republic. They also publish pcworldenespanol.com, the most powerful Spanish-language IT site in the region.

Exhibitor numbers rise at second annual Wireless Sensing Solutions

IDG World Expo increased the number of exhibitors at Wireless Sensing Solutions (WSS) event in Chicago last month by 54% over last year's inaugural event, securing an even stronger foothold in this niche market.

Wireless Sensing Solutions

The conference explored successful uses of wireless sensor networking — based on sophisticated mesh networking techniques — and enabled approximately 350 design engineers, product development managers, system and application developers and executives to discuss evolving standards, interoperability, technologies and product strategy. According to IDG World Expo Group VP **Richard Feldman**, while expo competitors feature wireless sensors as part of their event, WSS is the only show completely dedicated to the topic.

Sales Manager **Ellen Boland** created a new segment for this year's event called "8-Minute Sensors." Vendors that were new to the industry took to a stage to give fast-paced presentations on their newest solutions in the industry, company goals and strategies and products. "This set-up greatly justified those vendors' decision to participate at the show and offered them the ability to demonstrate their solutions to the WSS audience at large," Boland said.

As they did last year, IDG Ventures Boston and Ernst & Young co-hosted a one-day Venture Forum that brought together companies in the WSS market, OEMs, systems integrators and members of the venture capital community to discuss the rapidly developing landscape of the WSS market. Highlights of the forum included presentations from two emerging companies, a panel discussion on go-to-market opportunities, and a panel led by IDG Ventures Boston General Partner **Jeff Bussgang**, in which four venture capitalists discussed investment opportunities.

For more details go to www.wssconference.com or contact richard_feldman@idg.com. WU

IDG

October 24, 2005

Web Development Specialist (CWI)

Computerworld's Strategic Programs & Events is looking for a marketing-oriented Web Development Specialist to join our conference team to build and maintain our 7+ event websites and be responsible for all related content management. The successful candidate will build and support conference web applications using HTML, JavaScript, XML, Macromedia Contribute, ColdFusion MX and/or other third party tools. The incumbent must have solid project management skills and be comfortable in working independently as well as part of a dynamic team. Strong analytical skills as well as detail orientation combined with good organizational and communication skills are essential. The ideal candidate will have experience in working with relational data models using views, stored procedures, SQL procedures and SQL queries and be able to utilize this experience to integrate event websites with event registration systems. Minimum requirements are three (3) years Intranet/Web development experience (demonstrating solid understanding of web development methodology's, including but not limited to HTML, style sheets, data driven applications, user interface design best practices, cross browser compatibility issues, code management); Working knowledge of developing and storing/retrieving data from relational databases; understanding of relational databases and normalization. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Web Producer (CWI)

Computerworld.com has an exciting opportunity for a seasoned web producer to join the team! The person in this critical role will be responsible for effective project management of all things related to the online business. Working closely with the VP/GM Computerworld.com, you will manage the technical resources and map them to the business needs of the group. Candidates should bring 5+ years of technical background in web architecture design and development and the ability to manage technical professionals with an eye toward business results. This position requires a business aptitude and very strong project management skills. This is an ideal role for a technical person who has a desire to expand into the business side of a successful website. Other requirements include prior experience managing technical staff, ability to map action to overarching business goals and very strong communication skills. BA/BS required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Senior Account Executive, Health Industry Insights (HII)

Healthcare Insights, an IDC company, is responsible for developing market research and advisory services focused on the Healthcare Industry. We are currently seeking two Senior Account Executives who have been successful selling into global healthcare provider and payer organizations as well as IT vendors who serve the healthcare industry. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Healthcare Insights practice. This position will have nationwide sales responsibilities for selling the Healthcare products – subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings primarily to CIOs but to other CXOs as well, and tailor the Healthcare Insights offerings to client needs. The individual must be knowledgeable about IT issues in Healthcare, have relationships with Healthcare companies and IT vendors serving the Healthcare industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota-carrying capacity, a strong willingness and aptitude to work collaboratively, strong written and presentation skills, ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. An MBA is a plus. This position will be based in Framingham, MA (preferred) or U.S. (close proximity to a major airport) and requires 30% travel. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Business Analyst, New Ventures and Vertical Business Units (IDC)
This individual will forecast and consolidate monthly operating results, as well as track, measure, and report sales activity in each business unit in the Vertical Market Business Units and New Ventures Group. Specific responsibilities involve forecasting and publishing monthly financial reports, monitoring product-line profitability, assisting in annual budgeting and planning processes, and preparing board level summaries on the status of Insights investments. In addition, the position will prepare financial models on possible acquisitions or partnerships. Candidates must have an MBA or be current candidates and have 3-5 years of experience in Financial Analysis. Strong spreadsheet design skills and expertise in creating macros, templates and reports are essential. The Business Analyst reports into the Vice President, Business Operations. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager, Worldwide Semiconductor Revenue Forecaster (IDC)
International Data Corporation has an opening in its San Mateo, California office for a Program Manager, Worldwide Semiconductor Revenue Forecaster. Initiate coverage, and drive business development, model creation and management of the Company's Worldwide Semiconductor Revenue Forecaster product. Provide analysis of the analog market and the top 30 semiconductor suppliers, including quarterly market sizing, revenue forecasting, vendor analysis, supply and demand analysis, and market share. Domestic and international travel required. Must possess at least a bachelor's or its equivalent in Business Administration or Marketing and relevant work experience. Experience must include J.D. Edwards ERP Package Software; reviewing and evaluating Financial Reports; analyzing quarterly market sizing, and quarterly revenue forecasting; and conducting market research and coverage of the semiconductor area. Forward hardcopy resume to Leslie L. Bachand, Benefits Specialist, International Data Corporation, 5 Speen Street, Framingham, MA 01701. ***Location: San Mateo, CA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Vertical Markets (IDC)
IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst. The Vertical Group provides IT vendors with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our analysis is rooted in extensive primary research and economic data. The primary objective of this role is to develop models for forecasting worldwide IT spending by industry in support of IDC's Vertical Views Programs. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as the ability to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Responsibilities: Develop Excel models for forecasting IT spending to support the Vertical Views cross-industry programs; Prepare quantitative analysis on moderate to highly complex consulting projects and ongoing research; Gather and analyze survey, financial, and economic data for trend forecasting and market share analysis; Conduct online research, and develop surveys for IT vendors and end-users; Work with IDC clients on research requests, inquiries, and consulting projects; Build relationships and collaborate with industry business units and analysts worldwide; Develop a rapport with the entire Vertical Group to gather and process information. Skills: Advanced Excel skills required -ability to design, develop and maintain large Excel models for forecasting; Visual Basic programming in Excel highly desirable; Quantitative skills – statistical/econometric analysis (linear regression, correlation interpretation); Database management skills – create and maintain relational databases in Access; Proficient understanding of Information Technology with the ability and desire to stay current on new industry developments affecting technology needs; Strong project management skills; Ability to interpret financial statements (10-K, income statement, balance sheet); Ability to synthesize primary and secondary sources of data into forecasting assumptions, i.e. – ability to quantify qualitative information; Strong written and oral communication skills; Interpersonal skills: ability to develop relationships with other analysts, clients and prospects; Other Technical skills: Word, PowerPoint; Attributes of a successful candidate: highly motivated, detail oriented, proactive, collaborative, analytical, creative, and curious. Education and Experience: 4 to 8 years experience in economic analysis, or financial forecasting, or market intelligence; Bachelors degree required; Advanced degree a plus; Extensive experience modeling in Excel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Online Account Executive (IFW)

InfoWorld.com has an exciting opportunity for a talented, energetic and highly motivated sales professional to join their team! Based out of San Francisco, the Online Account Executive will work with our online sales team and collaborate with the print sales team to increase online advertising sales revenue. This position will cover the national territory & partner directly with the East Coast and West Coast Online Regional Managers. The Account Executive will be responsible for developing relationships with existing customers, prospecting for new clients/lead generation, handling RFPs and developing presentations. Demonstrated track record of closing business via phone/email along with client-care, and collaborative, creative problem-solving skills are necessary. The ideal candidate should have strong inside sales background, possess good research skills and be able to identify & match the needs of potential customers to InfoWorld's wide range of online & print products. Candidates must have at least 2 years sales or media/agency experience, be highly organized, self-motivated, possess excellent interpersonal, communication & listening skills. BA degree, strong computer skills and knowledge of the technology market preferred. ***Location: San Francisco, CA***

Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Event Registrar & Customer Service Manager (NWI)

Network World is seeking an Event Registrar and Customer Service Manager. This position will be responsible for all event registration and customer service activities at Network World, including one day technology tours, executive conferences, webcasts and custom programs. Specific duties include creating each event in the database, reviewing daily registrations, managing confirmations, serving as the point person for all customer-service inquiries and creating post-event reports. The candidate will have superior customer service skills, ability to effectively manage many projects. A strong database and event background and experience with Sales Logix a plus. ***Location: Southborough, MA***

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Subscription Marketing Manager (PCW)

PC WORLD's Consumer Marketing team is looking for an energetic, quick-learner to take over its direct mail subscription marketing, insert card programs, manage some subscription agents, and list rental administration for its two magazines -- PC WORLD and MACWORLD. Direct mail responsibilities include list planning; placing orders with list brokers; managing the merge-purge process; overseeing the creation and production of mailing pieces; budgeting; expense tracking; and response analysis. Several direct mail campaigns for both titles are dropped each year. List rental administration entails handling monthly reporting, approving orders, and working with our list managers to maximize this revenue stream for both magazines. Other duties include support for online subscription promotions and monthly financial reporting. Qualified candidates will have at least 2 years' experience in direct marketing and/or magazine circulation. Must have excellent written and verbal communication skills and strong analytical and computer skills. Excel and Microsoft Word skills are essential. Database experience helpful.
Location: San Francisco, CA

Contact: Linda Trinh, Fax: 415-442-1891, Phone: 415-978-3350, Email: linda_trinh@pcworld.com

Web Survey Programmer (RSH)

IDG Research Services is looking for a Survey Programmer to provide technical leadership on client research surveys. The successful candidate will play a key role in implementing Web-based questionnaires & survey data reporting systems in a fast-paced, client focused environment. Relationship management with a key vendor will be expected. Some aspects of the job may involve survey design work. We are looking for a self-motivated energetic individual with strong communication & logic skills. Excellent client service skills are essential. Proven ability to prioritize and coordinate multiple projects for on time delivery is required. Ideal candidates will possess a BS/BA and 2+ years experience programming Web-based surveys. Knowledge of HTML, Javascript and SQL is required. Experience with SPSS and Perseus, Inquisite or other online survey software is strongly preferred.
Location: Massachusetts

Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Client Service Representative, Global Financial Accounts (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Enterprise Global Financial Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Enterprise Global Financial Accounts, both external and internal customers, with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing for: ensuring customer satisfaction, creating reports, reconciling invoices, inputting orders, assisting the sales team members and collaborating with analysts. Additionally, the CSR will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. A bachelor's degree (or equivalent experience), 2-3 years of client service experience and strong written and verbal communication skills, required. Must be proficient with computer skills, able to adapt to and learn new software and web-based systems, highly organized, and a quick thinker. Proficiency with Microsoft Office suite is a must. Prior experience as a Customer Service Representative in the Information Technology or Telecom industry a plus.

Location: Framingham, MA

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, WW Printer Tracker (IDC)

The Tracker Analyst position at IDC provides a unique opportunity to work closely with the Hardcopy Peripheral research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. This role will afford an analyst the unique opportunity to learn about this industry from the ground up. The analyst will develop collaborative working relations with U.S. and IDC regional analysts as well as the vendor, end-user and financial communities. Key responsibilities include: assisting in the delivery of the Tracker products to clients quarterly, ensuring the data has the highest level of quality and integrity through data analysis and reconciliation, analyzing vendor's quarterly financial statement to increase market awareness, interacting with worldwide and regional analysts to streamline the data process, and providing input in our database/application development efforts. The successful tracker analyst will have strong facility with quantitative analysis, Excel, and experience working with database products. Experience with Access and VBA is a plus. In addition, the individual needs to have writing and communication skills that will lead to strong client relations. A Bachelor's degree is required and a focus in finance, math, economics, or market research is a plus. We are seeking someone who is collaborative, decisive and entrepreneurial. This role involves some U.S. travel.

Location: Framingham, MA

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Worldwide Telecommunications Equipment (IDC)

IDC is seeking a Sr. Research Analyst to join the Worldwide Telecommunications Equipment program. Areas of coverage will include next-generation wireline vendors, markets, and technologies that will drive worldwide service provider network investment over the next five years. Responsibilities include writing research reports supporting the Telecommunication Equipment research program, developing market forecast and market revenue share reports, supporting IDC client inquiries and briefings, gathering and maintaining quarterly data from major network equipment vendors in specific market segments, participating in custom consulting work, and working closely with regional IDC analysts to drive and maintain consistent coverage. The senior analyst will have significant interaction with network equipment manufacturers and network service providers globally through teleconferences, on-site briefings and travel to major industry events. We are interested in candidates who possess knowledge of the telecommunications industry with specific expertise in some of the following areas: broadband/DSL/cable modem, fiber access (FTTX, FTTP, FTTH, PON), metro Ethernet, ATM, optical networking, IPTV/VOD. Experience as an industry analyst, trade or business journalist, marketing professional including market intelligence and business development are all applicable to the position. The writing component of this position will be significant and therefore the ability to synthesize information and convert thoughts into writing is imperative. In addition, the analyst will need to have knowledge of Excel and working with numbers to produce IDC forecasts on the equipment segments of the market. This position is based in IDC's Framingham, MA office and some travel will be required.

Location: Framingham, MA

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Director, Vertical Group (IDC)
The U.S. Vertical Group is seeking a research director to join the team. The research director will have responsibility for a number of products in the vertical group. He/she will be responsible for managing a team of analysts to ensure the research is delivered on time and with the highest quality. The individual needs to have excellent project management and people management skills. The director will need to be comfortable working with forecast models, survey results and firmographic data. Furthermore, this person needs to be a strong public presenter. Experience managing and delivering research products, segmentation models and managing a complex, inter-dependent research processes is desired. The research director will oversee a number of vertical group programs. In overseeing these programs, the director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. Over time, the research director will be expected to develop new research products where he/she will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the products. People and financial management skills are also required as the position includes P&L responsibility and the management of analysts. The desired individual will have an undergraduate degree with a 5+ years working experience in a market advisory firm. Preferably, the individual will have managed research products. Additionally, the following skills and attributed are desired: Ability to design and implement processes; Strong project management skills with a constant eye on detail; Ability to provide clear direction and guidance to analysts; Strong collaboration skills; Strong presentation skills; Strong modeling skills; Strong business development skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving; In addition, the team is seeking an individual with a "can do" attitude. IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT purchases and business strategy. Over 700 IDC analysts in 50 countries provide local expertise and insights on technology markets. Business executives and IT managers have relied for 40 years on our advice to make decisions that contribute to the success of their organizations. IDC is a subsidiary of IDG, the world's leading technology media, research and events company. Additional information can be found at www.idc.com. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Consumer Multiplay Services (IDC)
IDC is seeking a Research Director to launch a new service that tracks and projects the market opportunity for multiplay bundles and innovative consumer services around broadband, video, VOIP and wireless. Areas of coverage include existing consumer communications solutions and what next generation solutions will look like by identifying buyer behavior trends, customer frustrations, and unsatisfied needs. Other areas of coverage include understanding providers' go-to-market strategies, business models, infrastructure limitations, capacity planning, as well as the evolution of the total value chain. The Director will manage the collection of market information and survey data that is both projectable and brandable to segment multiplay offerings, examine subscriber motivation, preferences and usage, and analyze the competitive positioning of service providers of quad-play services. We are looking for a seasoned professional who can drive thought leadership around converged services and digital media innovation. The position will be responsible for developing relationships with top executives and marketing managers within Telecom service providers, cable MSOs, CE vendors, content providers, and IT vendors as well as with investment banking and portfolio analysts and the media. This position will lead the market sizing, forecasting, and competitive analyses of bundled service offerings in collaboration with our existing Consumer and Telecommunications analysts. The ideal candidates will have 10+ years of broad industry experience across multiple quad-play services. Critical candidate qualities include strong analytical skills, specifically the ability to synthesize and analyze multiple industry trends in a logical and forward-thinking manner, the ability to write clear and insightful research, experience meeting multiple, simultaneous deadlines, and strong interpersonal skills to develop successful client, analyst and sales relationships. The position requires the candidate to work out of IDC's Framingham, MA office. Some travel is expected. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Coming up

IDG Security World 2005
Oct. 28
Grand Hyatt Hotel
Singapore
www.idgsecurityworld.com.sg/

CIO|06: The Year Ahead
A CXO Media Event
Nov. 6-8
Wild Horse Pass Resort
Phoenix, AZ
www.cio.com/conferences/home.html?ID=161

PC World Global Product Support Center meeting
Nov. 6-8
Westin St. Francis
San Francisco
Contact: Sandy Wong
sandy_wong@pcworld.com

Enterprise Global Product Support Center meeting
Nov. 8-10
Westin St. Francis
San Francisco
Contact: Don Kennedy
don_kennedy@idg.com.au

LinuxWorld Conference & Expo
Nov. 9-10
Jaarbeurs
Utrecht, the Netherlands
www.linuxworldexpo.nl

LinuxWorld Conference & Expo
Nov. 15-17
Frankfurt Fairgrounds
Frankfurt, Germany
akaeppel@ksmesse.de
www.linuxworldexpo.de

IT Meets Business
Nov. 16-17
Hotel Bayerischer Hof
Munich, Germany
pmuehleck@computerwoche.de
www.idg-veranstaltungen.de

ERP Forum
Nov. 17
Hilton Hotel
Sofia, Bulgaria
nely_yolovska@idg.bg
http://idg.bg

European IT Banking Forum 2005
Nov. 17-18
Milan Marriott Hotel
Milan, Italy
www.idc.com/italy

IDC GRAC

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Other highlights of the program included two panels:

• A panel comparing technology buying across five industries, moderated by **Meredith Whalen**, Group VP, Vertical Business Units. Speaking on the panel were **Bill Bradway**, group VP, Financial Insights, **Scott Lundstrom**, VP, Life Science Insights, **Bob Parker**, VP, Manufacturing Insights, **Jill Feblowitz**, research director, Energy Insights, and **Jim Hansen**, VP, Health Industry Insights.

*Chief Research Officer **John Gantz** (left) meets with Microsoft's Jennifer Shelton, Greg Macris and Nicolas Facon during IDC's customer event.*

• A second panel that explored the economic and technology outlook in four emerging countries: Brazil, China, India and Russia. Speaking on the panel were **Fabio Costa**, country manager, IDC Brazil; **Dorothy Yang**, research director, IDC China; **Piyush Singh**, IDC, CCR India; and **Robert Farish**, regional director, Russia/CIS Region. The panel was moderated by **Philippe de Marcillac**, senior VP of International Business Units.

"This event is important for IDC, as we use this forum to make sure we're on track with our business strategy and product direction," Wang said. "We're the only market research firm that actually asks our clients in this type of in-person forum what they want. And our clients let us know that they appreciate it by shifting more business to IDC each year." Ken Jennings, of Jeopardy game show fame, was the surprise guest speaker at dinner. He described his career transition from software engineer to television celebrity. This year, Jennings made Forbes' 100 top celebrities list. Afterward, he challenged the audience to a game of Jeopardy. **Chris Jarmul**, VP, Sales, and **Tracy Floyd**, director, Sales, served as the hosts for the evening's game.

Once again, clients left this year's meeting with a very positive overall experience. This was in large part due to the hard work and attention to detail by IDC's conference group. "Seeing the extremely high value our clients put on the annual GRAC meeting is incentive enough for us to outdo ourselves year after year," said **Joan Jolley**, director, Conference Operations and Custom Events.

For more information, contact Gigi Wang at gwang@idc.com. WU

One on one

continued from page 1

a better job of organizing it, tagging it appropriately and exposing it to our users. Also under investigation are paid search listings and user-driven revenue streams and e-commerce.

***Q* Earlier this year you wrote that IDG was aiming to grow online revenues in the U.S. by more than 40% and internationally by more than 25% compared with 2004. How did we do?**

A In the U.S. we fell short of the overall goal of 40% due to weaker-than-expected performance from InfoWorld, CXO and Macworld. In the U.S. in FY05 we achieved overall growth of just under 30%. Outside the U.S. we achieved the growth goal of 25%. We've brought in experienced online personnel in those units where the performance was disappointing, and we are targeting 35% overall growth rates in the U.S. and internationally for FY06.

Our current estimates for FY07 are actually significantly greater than we predicted a year ago (and I believe them to be conservative). We continue to see a strong shift in the revenue mix from the lower margin print business to the higher margin online and conference/expo businesses, which will result in improved profits overall for IDG.

***Q* Are there any good examples of business units that are integrating community content with traditional content?**

A The steps taken to date have been rather tentative, but most business units are looking to integrate community content to a much greater extent in FY06. I'd single out Computerworld for their initiatives in allowing selective members of their audience to blog at events such as Premier 100. The feedback was very positive. WU

noteworthy people

Promotions

IDG WORLD UPDATE
Patty

PC World Retention Marketing Manager **Robyn Patty** has been promoted to senior retention marketing manager. "Since Robyn joined us two-and-a-half years ago, she has proven to be a key member of the Consumer Marketing team," said Director, Retention Marketing **Lisa Radler**. "She has been successful in increasing pay-up for our online subscription source, has mastered and improved our gift promotions and has been a champion in promoting auto-renewals. In her new role, she will continue to be responsible for managing and maximizing the renewal rates and back-end fulfillment for both PC World and Macworld. Robyn has great marketing instincts and is always willing to take on new challenges with enthusiasm and pride. She is an absolute pleasure to work with and a great asset to our department."
robyn_patty@pcworld.com

IDG WORLD UPDATE
McCurdy

PC World Online Product Development Manager **Bruce McCurdy** has been promoted to director, Downloads and E-Commerce Development. "In his new role, Bruce will be responsible for maximizing revenues in our Downloads library and identifying and executing new e-commerce opportunities on our site and Macworld.com," said **Ulla McGee**, PCWorld.com general manager. "In addition, Bruce will maintain his responsibilities around optimizing both the PC World and Macworld Web sites for search engine traffic."
bruce_mccurdy@pcworld.com

IDG WORLD UPDATE
Witchel

PC World Audience Development Coordinator **Brian Witchel** has been named member services specialist. "Brian will be responsible for growing the PC World and Macworld registered member list and for creating and executing any promotional campaigns that target these lists," said Ulla McGee, PCWorld.com general manager.
brian_witchel@pcworld.com

IDG WORLD UPDATE
Buizer

Brian Buizer, PC World online advertising operations managers is now senior manager, Business Development. "Brian will be responsible for managing and maximizing our various business partnerships ranging from Pricegrabber to MSN to About.com," said Ulla McGee, PCWorld.com general manager. "We are very excited about these changes and are geared up for another record breaking year of traffic and revenue growth at PCWorld.com."
brian_buizer@pcworld.com

New employees

Sekhar Venkat joins IDC's Energy Insights division as a research manager, coming from Petroleum Place Energy Solutions where he was technical lead. He holds a bachelor of technology in civil engineering, from the Indian Institute of Technology in Delhi. He also earned an M.S. in geosystems engineering from Georgia Institute of Technology in Atlanta and is a Sun Microsystems certified Java programmer. He enjoys long-distance running, soccer, acupressure and Wall Street market analysis. He recently filed a U.S. patent for gas lift curves used by the oil and gas industries.
svenkat@energy-insights.com

MICHELE NELSON
Lai

Previously a technology reporter with the East Bay Business Times, **Eric Lai** joins Computerworld as a West Coast correspondent. He holds a B.A. in sociology from Pomona College in Claremont, Calif., and an M.A. in journalism from the University of California/Berkeley. With one child and a second on the way, he enjoys tennis when he finds the time.
eric_lai@computerworld.com

PETER SHORT
Newmark

Eric Newmark joins IDC's Life Science Insights division as a senior research analyst, a title he held at his previous company, AMR Research, where he covered CRM, price management and supply-chain issues. He holds a B.S. in MIS and finance from Babson College in Wellesley, Mass., and an M.B.A. in strategy and business analysis from Boston University. Married earlier this month, he enjoys playing competitive wiffleball.
enewmark@idc.com

Editorial Assistant **Katherine Walsh** comes to CXO Media from FamilyFun magazine where she worked as a research assistant while completing her B.A. in journalism at the University of Massachusetts/Amherst. Her hobbies include running, cross-country skiing, freelance writing.
kwalsh@cxo.com

Dodd

Timothy Dodd joins IDG Global Solutions' office in Staines, U.K., as an associate director of client services charged with developing and selling holistic pan-European marketing programs to global vendors. He previously worked at DFR Consultants, developing marketing and sales programs for the channel for the U.K.'s No. 1 financial services Web portal. He holds a degree in economics and English literature from St. Lawrence College, Kent, U.K. and enjoys tennis, golf, skiing and spending time with his wife and three daughters.
timothy_dodd@idg.com

PETER SHORT
Yu

IDC Framingham has hired **Peter Yu** as a global account manager. He was previously director of program development at the Institute for Applied Network Security where he successfully launched an annualized subscription research program. He holds a B.A. in history from Boston's Northeastern University. Outside the office he enjoys golf, basketball and hiking.
psyu@idc.com

PETER SHORT
Washek

IDC Framingham's new events database coordinator is **Pamela Washek**. She was previously a marketing associate with CSC Consulting, which she left in 1997 to stay at home with her three daughters. She holds an associate's degree in business from LaSell College in Newton, Mass., and is currently completing her B.S. at Boston's Northeastern University. She enjoys biking and hiking and was the co-founder of Wayland Angels, a non-profit organization of 235 volunteers that provides meals and rides to families in crisis. *pwashek@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Karin Wirth-Wernitz *IDG Germany*

19
Thierry Grelet *IDG France*

15
Duane Hampson *PC World*
Stephen Fontaine *IDC*

14
Steve Pelosi *IDG*
Yumiko Oshima *IDG Japan*
Stephen Hendrick *IDC*

13
James Farley *IDC*
Maria Lindström *IDG Sweden*

12
Stephanie Faucher *Computerworld*
Jean Weglage *Computerworld*
Carolyn Johnson *CXO Media*
Agnieszka Potocka *IDG Poland*
Kent Persson *IDG Sweden*

11
Gabriele Ehlers *IDG Germany*

10
Mary Scanlon *Computerworld*

8
Brian McDonough *IDC*
Emma Kudokas *IDG Poland*

7
Ekapat Chareonlarp *IDG*
James Eibisch *IDC U.K.*
Jennifer Berger *Mac Publishing*
Carina Nilsson *IDG Sweden*

6
Cami Schneider *InfoWorld*
Claude Lavoie *IDC*

5
Linda Goldrick *IDC*
Masato Takeuchi *IDC Japan*

4
Rachel Desjardins *IDG Entertainment*
Daphne Tan *IDC Singapore*

3
Ian Lamont *Computerworld*
K.R. Sreenivasan *IDC Singapore*

2
Ellen Klempner-Beguin *Connell Communications*
Jenny Steele *PC World*
Jeremy Anderson *IT World Canada*
Pooja Mudhalka *IDC Singapore*

1
Stephanie Gelston *CXO Media*
Amber Bourman *PC World*
Peter McStravick *IDC*
Shruti Yadav *IDC*
Julie-Anne Maiorana *IDC*
Jesse ter Hofstede *IT World Canada*
Jan Keller Pedersen *IDG Denmark*
Christelke Agunito *IDC Philippines*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Passes to two Boston museums available to IDG employees

As a corporate member of the Boston Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

IDG employees from the Boston area or any visiting employees who would like passes should write to world_update@idg.com and provide their name and business unit address. You may request up to four passes per venue.

IDC pair completes triathlon

*A triumphant — but tired — **Paul Mouradian** and **Heather Maxey** completed their first triathlon in the top 40% of their age group.*

IDCers are a competitive group — both in and out of the office. Witness the duo of **Heather Maxey**, VP, Interactive Products and Services, and **Paul Mouradian**, director of application development, aka "Team IDC" who posted a very credible performance in their first triathlon last month.

The competition, which attracted approximately 500 athletes, took place in Duxbury, Mass., and comprised a half-mile swim in Duxbury Bay, a four-mile run and a 12 5-mile bicycle race. Finishing with a combined time of 1 hour 29 minutes (Maxey completed the swim and run, Mouradian handled the bike race) the pair finished in the top 40% of their age group.

Maxey, a lifelong runner and frequent participant in road races, spent the summer swimming across the bay to prepare for the event, while Mouradian, a serious biker, completed the 189-mile Pan-Massachusetts Challenge, a two-day fundraiser for the Dana Farber Cancer Institute, just two weeks earlier. "We had a blast," said Maxey, noting that the ocean swim was her favorite part.

Maxey said she and Mouradian most definitely plan to enter next year and added that they intend to "recruit other IDCers to join us!" WU

Post your fundraising efforts on IDG Central's Service Opportunities area

If you're fundraising for a favorite charity and would like to get support from your fellow IDGers — or find out if others are involved in the same event — post your information on the new Service Opportunities section of www.idgcentral.com, within Employee Resources. You can also post follow-up information and photos. Questions? Write to idgcentral@idg.com.

celebrating 10!

Gao Hui

Home
Beijing

Joined IDG
Jan. 1, 1994

Career path
1994-1995, Staff Reporter and Editor for Electronic International (predecessor of China Network World); 1996, Director of the Editorial Department, Electronic International (predecessor of China Network World); 1997-1999, Director of the Testing Lab, China Network World; 2000-2002, Deputy Editor-in-chief, China Network World; 2003-present, Executive Editor-in-chief, China Network World.

What's kept you at IDG for 10 years?
The good working environment and my interest in networking technologies.

Best part of your job
Getting the opportunity to learn the latest developments in the IT industry, both domestic and abroad.

Moment at work you will never forget
Working with colleagues till late in the night or early the next morning.

Of what accomplishment at work are you most proud?
Establishing the test lab of *China Network World*, the first media lab in China that has network equipment testing ability.

What talent do you wish you had that you don't have?
The ability to predict the future.

Interests outside the office
Music.

What did you want to become when you were a child?
An engineer.

*China Network World's **Gao Hui** was the guest of IDG Chairman **Pat McGovern** at a lunch honoring his decade of service to IDG.*

Favorite vacation spot
Hainan Island in southern China.

Favorite movie
A Better Tomorrow (a Hong Kong movie).

Retirement dreams?
Living in a rural area.

Manager's profile
"Gao Hui is one of the best technical editors among China's trade publications. In 2002, based on his evaluation of the market's potential, he proposed organizing an annual event, Ethernet World Conference and Expo. It has become the largest technical application event in China's network market and has upgraded the brand of *China Network World*. Gao has an easy-going manner and a wide range of knowledge. His colleagues are very happy to work with him."

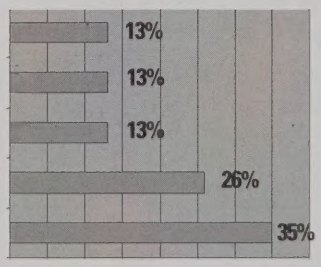
— Jin Jianzhong, assistant president of China Computerworld Publishing and Servicing Co. and publisher of China Network World

10 years ago at IDG

- IDG's licensee in Myanmar, Today Media & Information, holds the official launch party for **PC World Myanmar**. The magazine is the first in the country to have a license agreement with a major U.S. publisher.
- Five hundred employees, customers and guests celebrate the 10th anniversary of **IDG Sweden**.
- **Network World Fusion** debuts at Networld + Interop, unveiling "one of the largest collections of paid advertisers on any Web information service": 40.

Question of the Week for Oct. 17

If you could conduct a 20-minute interview, who would it be with?



Log on to www.idgcentral.com to vote on this week's question: What's your experience with podcasting?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Kate Castle *IDG Ventures*
Elinet Medina *PCW Latin America*
Karen Ren *IDG China*
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IDG WorldUpdate

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDC kicks off fiscal year with global sales meeting

Top performers recognized with annual sales awards

Earlier this month, IDC gathered 130 sales executives from the U.S., U.K., Germany, Italy, Brazil, Mexico, Canada, Japan, Korea, China, Singapore, Hong Kong and Australia for its annual sales kick-off meeting for the new fiscal year.

*Winners of the Top Gun Award for FY05 were (l-r): **John Greco**, **Elizabeth McPherson**, **John Farrell**, and, not pictured, **Simon Salamon** (second time winner) and **Steve Kempton**.*

The day-and-a-half-day-long meeting, held in Dana Point, Calif., focused on the company's "Value Selling" initiative (see sidebar, p. 4) and was organized around three objectives:

- Recognizing the sales teams' overall success, as well as individual successes, during FY05.
- Launching the FY06 sales effort on a high note by designing sessions around the hottest opportunities in the market today.
- Promoting global sales collaboration as well as knowledge sharing.

"The format was deliberately designed to avoid death by PowerPoint," noted IDC Senior VP Worldwide Sales & Marketing **Donald Best**, adding that the meeting was very hands-on and borrowed techniques from the case study teaching methods used in many business schools, which foster learning through a combination of large-group sessions and small-team problem-solving exercises.

Best said that another requirement the group has adopted for sales meetings is that attendees must be provided with information and tools they can apply that same day to advance their individual sales opportunities. "We believe that a successful

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IDC strengthens presence in Israeli market with subsidiary

Against a background of increased economic growth, the resurgence of a very strong ICT export industry and an IDC initiative to expand its presence in the Middle East and Africa, IDC last month strengthened its commitment to the Israeli market by converting its research agent in Tel Aviv into a wholly owned subsidiary. Previously research manager for the IDC division at the former agent, **Gideon Lopez** has been named managing director of IDC Israel and is joined by seven former colleagues from the agent.

IDC Israel, which is part of IDC's CEMA (Central Europe, Middle East and Africa) regional operation, will provide a full range of standard studies and advisory services on all facets of the Israeli ICT market and will serve as the home of IDC's newly constituted Emerging Technologies group, which identifies and reports on cutting-edge innovation with real potential to affect business and the economy in Europe, Middle East and Africa.

"Israel is a very interesting market for ICT startups and venture capital firms," Lopez noted. "In view of this local scenario we believed it was important to provide a service that looked at very early technology developments and at those companies that may be some of tomorrow's market leaders."

*Previously research manager at IDC's former agent, **Gideon Lopez** is now IDC Israel's managing director.*

In 2004, Israel was second only to the U.S. in the number of startup investment deals and had more than half as many as all of Western Europe in 2004. According to PricewaterhouseCoopers' MoneyTree survey, 305 Israeli startups raised $1.2 billion from

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in brief newsworthy

CW Russia marks 10th anniversary with issue, party for local industry execs

Computerworld Russia celebrated 10 years in the local market last month with a special issue and a party for its staff and some 250 IT industry executives from Russia and other Eastern European nations. Also in attendance were IDG Chairman **Pat McGovern** and his wife Lore, and IDG International Publishing Services President & CEO **David Hill**, who signed the original license agreement with Open Systems Publications (OSP), which publishes Computerworld.

Held at Moscow's State Exhibition Hall, the anniversary celebration featured a lavish buffet and several speakers including McGovern and **Michael Borisov**, chairman of OSP.

OSP currently publishes four titles under license to IDG: the weekly Computerworld with a combined controlled/paid circulation of 25,000 to 30,000 copies; Mir PK (PC World), a monthly with a circulation of 50,000; Seti (Network World) a bi-monthly that has a circulation of 12,000; and CIO Russia, which is published monthly and has a circulation of 8,000. WU

*Open Systems Publications Chairman **Michael Borisov** (front, sixth from left) and IDG Chairman **Pat McGovern** (at Borisov's left) pose with Computerworld Russia staff.*

*A number of customers presented OSP Chairman **Michael Borisov** with gifts, such as this crystal gavel, to mark the occasion.*

*The 10th anniversary issue of Computerworld featured an interview with IDG Chairman **Pat McGovern**,*

PC World's McCracken shares words of wisdom with graduate students

*Joining **Harry McCracken** (center) on the panel were Fred Vogelstein, senior writer, Fortune magazine (l), and Eric Savitz, West Coast editor of Barron's magazine. Also participating but not pictured was Jillian Ward, editor, Bloomberg.*

Harry McCracken, VP and editor-in-chief of PC World, joined a panel of leading West Coast journalists on the University of California/Berkeley campus on Oct. 11. Speaking to students from the Graduate School of Journalism, the editors discussed the changing nature of journalism and what students need to know to get ahead.

McCracken spoke about the impact of the Internet on the traditional news cycle, noting that reporting is now done on an hourly basis to be competitive. He also discussed the growing importance of blogs, explaining that PC World uses them to get breaking news up in minutes, and noting that aspiring journalists who blog can find an audience and develop their skills. WU

one on one *the interview*

Pat Kenealy
IDG's CEO is this week's columnist. Reach him at pk@idg.com.

"If we accept and embrace the Internet-driven changes in the media business, we can use our content creation expertise to defeat new competitors and replace shrinking print revenue."

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.

Q How did IDG perform financially in FY05?

A Here's what I can say for such a large audience about IDG, which is, after all, a privately held company. As I write this, we are just closing the books on IDG's fiscal year 2005, which ended on Sept. 30. Overall, IDG FY05 operating revenues were up roughly 1% over FY04, and the company made an operating profit, but FY05 operating profits were less than those in FY04. On the "non-operating" side, IDG had a great FY05 in venture capital, thanks largely to great returns in China on investments made over the last five years or so. The result was that IDG's net pre-tax profit for FY05 was larger than its FY04 net pre-tax profit. The operating results deserve a bit more dissection at the divisional level: IDC had a great FY05 with both revenues and profits better than budget and better than FY04. IDG World Expo F05 revenues were slightly below budget but the same as FY04's, and its profits were ahead of budget and well above last year's. IDG's U.S. media operations (print and online) had FY05 revenues below budget but the same as FY04's, but profits were lower than budget and than last year's. Our European media operations had FY05 revenues below plan and below FY04's, and had losses overall that were much worse than budget and than FY04's. Our Asia Pacific media operations had FY05 revenues well below plan but even with FY04's, and had profits that were below plan and FY04's. This is a lot of words and few numbers but the general message is that VC and IDC are making IDG's money while IDG's publishing units are re-sizing and reorganizing themselves for the post-Internet world.

Q Finances aside, what are IDG's major priorities for the coming years?

A I see a clear big trio that I have been working on for three years: 1) Dealing with the constant consolidation/rebirth cycle of the IT business with all its geographic variations, 2) Dealing with the worldwide shift from print to online media, and 3) Integrating IDG's ever-more-important VC activities into IDG's future strategy and operations. The changes around us in the IT business — in its core and at its frontiers — present us with huge opportunities to provide information for new IT buyers. If we accept and embrace the Internet-driven changes in the media business, we can use our content creation expertise to defeat new competitors and replace shrinking print revenue. Finally, we need to make sure that IDG's venture capital profits are available for re-engineering investments, start-ups and acquisitions in our media businesses — and we will.

Q What are your expectations for FY06 financially?

A IDG should do better financially in FY06 thanks to continuing great venture capital results, continuing IDC revenue growth, and results from our last few years of pushing into the online world. The online world doesn't have paper, printing and postage in its cost structure, so IDG's media profits should improve as our readers, our advertisers and our product lines move ever-more online. To put rough numbers to it, IDG did $70 million in online revenues overall in FY05, and that number is growing roughly 35% a year.

Q What is the status of our joint venture with VNU in France?

A We are in the process of dissolving that joint venture. It took us longer than we'd hoped to negotiate it, and to get it up and going. During that time, the French IT market and the French IT media market went from bad to worse. IDG's management team and the joint venture's CEO both struggled to find a satisfactory return on the restructuring investment that was part of the original joint venture business plan. We struggled through the options with our colleagues from VNU but could not find a solution that pleased us both, so we agreed that it was best to plan our French futures separately.

Q Given our customers' changing priorities, how do you allocate your time among IDG's various lines of business?

A I see IDG in five big pieces: IDC, IDG World Expo, U.S. media (print and online), international media, and venture capital. **Kirk Campbell**, **David Korse**, and **Bob Carrigan** run the first three groups very ably, without much help from me. International media is run by IDG's country managers with guidance from the IDG Management Team and the individual country Operating Review Boards (ORB). IDG's venture capital funds are run by the general partners of each fund. I serve as the ORB chairman of IDG France, Germany, Italy and U.K., four of our most challenging markets, and I have been spending a good deal of time on them. We are currently raising new venture capital funds in San Francisco, Europe and China, and I have been spending time on the first two while **Pat McGovern**, **Hugo Shong**, and **Quan Zhou** are leading the China effort. Overall, the two biggest time allocation trade-offs I make these days are between managing problems and managing opportunities, and between spending time on the road and time with my kids. WU

What is IDC's Value Initiative?

IDC's Value Initiative is a Sales and Marketing program focused on creating tools, programs, messages, and training that will help IDC communicate the value of its offerings and IDC itself. The primary goals are to increase revenues, improve efficiencies, educate/escalate on the IDC brand, and position IDC for future growth, according to **Kristin Hambelton**, director of Corporate Marketing.

This effort was combined with another value initiative within IDC focused on the company's core products, called the CIS (Continuous Intelligence Service) Value Initiative. This is focused on making IDC's subscription research the most reliable, consistent destination for value-added information on the technology industry and to increase readership for eight roles within IDC's core technology vendor customers and prospects.

In August, a team from Sales and Marketing provided Value Training to the U.S. sales force to help them prepare for first-quarter renewals. Sales reps received various tools to use immediately to help them communicate IDC and CIS value to their clients. As a follow-up, at the October sales meeting attendees were broken into groups and presented with a ficticious account to which they needed to convey the value of IDC using the tools and training they had already received.

The breakout groups presented their findings to the larger group and identified key tools that they can use with their accounts, discussed best practices for conveying value to challenging buyers, and uncovered new tools that can be added to the Value Initiative to support their efforts.

The global rollout starts in November at the European sales meeting in Portugal, followed by sessions in all of the other regions.

IDC sales meeting

continued from page 1

sales meeting results in immediately actionable take-aways for the attendees," Best said.

During a Sales Tools Best Practices session, **Denise Haines**, VP, Global Accounts, and members of IDC's Global Hewlett-Packard Account Team shared information about two tools their group has developed that are easily replicable across the organization.

• Leveraging the IDC KnowledgeBase, a global repository for shared IDC sales tools, Haines said her team has built an HP Portal on the KnowledgeBase. IDC's worldwide HP sales reps can both contribute and access various documents including white papers, organization charts, global proposals and other documents that pertain to HP. The password-protected site "keeps the global sales team in contact with what is going on in all regions and is a major time-saver for sales reps working across different time zones," Haines said.

• A second tool, dubbed an Engagement Report, aims to provide a tangible representation of the overall value HP is deriving from its relationship with IDC on a worldwide basis by quantifying many of the goods and services covered in the company's contract with IDC. Issued every five to six months, the report captures such specifics as the number of hours IDC analysts spend talking with HP clients, the number of research downloads, executive meetings and requests to quote IDC data in external documents and Web sites. "The Engagement Report is the one tool that HP uses to make buying decisions and easily demonstrates the value of the IDC contracts to the business sponsors and executives," noted Marsha Haugen, TSG Manager of Market Intelligence at HP.

*Vice President **Jose Rodriguez** earned the award for Custom Account Salesperson Highest Dollar Amount Over Plan and Team; also recognized was his team of **Regina Walker**, client services representative; and **Judith Cantlin Ho**, senior account executive (not pictured).*

At an awards dinner during the meeting, various members of IDC's sales team were honored for outstanding performances during the previous quarter and year, with several sales executives earning Top Gun honors (see photo, page 1). Eligible sales employees earn Top Gun coins for a variety of significant achievements throughout the year. The coins are displayed on personalized plaques given to the winners. After collecting a total of 12 Top Gun coins, employees are invited to an exclusive Top Gun dinner held annually in Boston.

Other award winners included Sales Manager **Lisa Ritchie**, who was named Account Salesperson/Highest Percentage of Overall Plan, and recognized along with her team including **Marjorick Foisy**, account executive; **Coby Smith**, sales representative; **Eleni Vorvis**, sales representative; and **Patricia Bortle**, client services representative. Earning honors for Custom Salesperson/Highest Percentage Over Plan was Associate VP **Bonnie Presti** and her team of one: **Alex Weis**, sales representative. Other winners are pictured below.

For more information, contact Donald Best at dbest@idc.com. WU

*Senior Client Services Representative **Luisa Garcia** (left) won the award for Client Service Representative of the Quarter, while Regional Account Manager **Beth Lindquist** was named Sales Champion of the Quarter.*

PHOTOS BY ELIZABETH MCPHERSON

*Earning honors for Account Salesperson, Highest Dollar Over Plan, was Group VP **Pat Murphy** (front row, middle) supported by her team: (back row, l-r): **George Mahowald**, sales director; **Eleni Vorvis**, sales representative; **Coby Smith**, sales representative; and **Peter Yu**, sales manager. Front row: **Amy Maldonado**, account executive (l); and **Patricia Bortle**, client services representative. (Missing: **Marjorick Foisy**, account executive.)*

IDG

October 31, 2005

Editorial Administrator (CXO)

CXO Media is seeking a highly skilled administrative professional to support its editorial department. Position requires excellent organization and communication skills, attention to detail, a willing attitude, the ability to multi-task in a fast paced environment, an excellent telephone manner and customer relations skills. Must be proficient with the MS Office suite (specifically Word, Excel, PowerPoint) and have experience with the fundamentals of managing a budget, including matching contracts to invoices and processing payments through our finance dept. The person hired to this position will primarily serve the editors in chief of CXO's three magazines but will also include some general office support for the department. A minimum of 3 - 5 years of administration experience required.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling the CIO Executive council membership program to CIOs and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Director, Software Business Strategies Consulting (IDC)

IDC Software Consulting seeks an experienced Consulting Director to join our rapidly-growing Software Business Strategies (SBS) consulting practice. The SBS consulting practice includes custom research projects on partnering and alliances, as well as other business aspects of selling, delivering and licensing software. The SBS Consulting Director will be part of the overall IDC consulting team responsible for all custom projects for IDC's clients. The Consulting Director will collaborate with IDC software partnering and alliances analysts, other IDC Consultants, IDC Sales and the IDC worldwide research organization across the complete life-cycle of developing and delivering custom consulting projects. Areas of responsibility include Business development, which includes understanding client needs and proposing IDC solutions writing proposals and presenting to clients; Project Execution, which includes leading and managing projects, working with the IDC project team to design, plan and guide the project and creating and monitoring budgets and project workplans; Delivery & Follow-up, which includes working with IDC project team to deliver IDC analysis, reporting and presentation. An ability to engage with vendor clients to understand their needs and present IDC custom research and marketing solutions is key to success, as is the ability to develop workplans, manage project teams, hit deadlines and communicate with clients and project teams. The Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements. Candidates must have 5+ years professional consulting experience with a focus on proposal development, pricing of professional services and research projects, project management and execution. Knowledge and experience working on partnering and alliances project is a key value-add. The successful candidate will be a highly-organized team player with strong communications skills. Exceptional writing and analytical aptitude, strong public presentation and communication skills along with strong leadership and team management experience who have demonstrated success in creating positive change in IT industry environments characterized by ambiguity and challenge required. Familiarity with qualitative and quantitative research methodologies and market modeling preferred. Bachelor's degree required, MBA preferred. Position will be located in either Toronto (Ontario, Canada) or Framingham (MA, USA). Some travel required. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Associate Research Analyst, Storage Software Tracker (IDC)

IDC's Storage Software research group is seeking an Associate Research Analyst to support its successful Storage Software Tracker program. This individual will become a member of a team that collects and analyzes comprehensive storage software data on a quarterly basis. The storage software industry is a dynamic area of technology that is rapidly evolving as customers implement software to help manage their growing storage infrastructures. This position will afford the analyst a unique opportunity to develop areas of expertise relative to this industry from the ground up, developing the skills and knowledge required to publish insightful bulletins and reports. The core responsibility entails significant phone and email contact with vendors and regional IDC analysts. Gaining an in-depth understanding of the storage software market, as well as the products and strategies of the assigned vendors, will be critical. The work is detail-oriented and requires the ability to discern data patterns that are sometimes illogical, and work with data that seems erroneous, as well as reconcile data models with regional analysts. Requirements include strong competency in the use of Excel, including the ability to work with pivot tables and perform basic modeling, analytical skills, and a bachelor's degree. Familiarity with some aspect of the information technology industry and a background in research is desirable. A positive attitude, sensitivity to deadlines, and good interpersonal skills are a must. The role is based in IDC's Framingham, MA office with limited travel to start. Relocation is not provided for this role.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager, Composite Applications and the Enterprise Workplace (IDC)

IDC's Integration, Development and Application Strategies (IDeAS) research group is seeking a Program Manager who is excited about how technology is applied to automating business processes and improving user interfaces by enterprise portals, composite applications and other platform and enterprise applications vendors to support the vision that IDC calls "the enterprise workplace." The Program Manager will cover vendor and product competitive positioning and opportunities in the worldwide and North American market for enterprise portals, composite applications, and enterprise workplace software and solutions providers. The Program Manager will be responsible for gathering qualitative and quantitative information, synthesizing and analyzing industry trends in a logical and forward thinking manner, publishing research reports, responding to clients' inquiries and attracting business to build the program. Candidates must possess excellent written and verbal communication skills and knowledge of the enterprise portal and related application and infrastructure software industry. Responsibilities include writing research, supporting IDC client inquiries and briefings, developing market forecast and market revenue share reports, analyzing and reporting on demand-side survey data, attracting and executing on consulting engagements, providing research insight to the trade and business press, and working closely with IDC sales and marketing to communicate and promote IDC's subscription research and consulting. The data collection and analysis process will require the development of in-depth knowledge of the relevant market, and vendors' service offerings and strategies through regular contact with vendors and customers. Candidates must demonstrate excellent written and oral communication skills. Spreadsheet skills must include the ability to work with quantitative data modeling and analysis. 8+ years of business experience is required. Knowledge of enterprise portals and enterprise applications is preferred. A bachelor's degree, as well as an MBA or 3+ years of portals, application development, and/or business process analysis experience is required. Limited travel required with opportunities for moderate travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Representative, Sector Accounts West (IDC)

IDC's Sector Sales Group is seeking a Sales Representative who will focus on selling IDC's research products to vendor clients in the Western Region. This position is part of a team and will report to the VP Sector GEA, West Coast. As a member of a collaborative team, the Sales Representative will be responsible for driving new business into vendor accounts in the western region. The Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain team quota, new business goals and build strategic relationships with the client base. Requirements for the position include 1-3 years of quota-carrying sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position may be based out of San Mateo, CA and will require approximately 10% travel. ***Location: San Mateo, CA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Program Director, Mobility (IDC)

IDC's Mobility, Computing, and Consumer Markets group is seeking a Program Director, Mobility Research to join the team. The director will have responsibility for multiple research services and initiatives within IDC's worldwide mobility practice. He/she will be responsible for managing a broad range of worldwide research programs and a diverse team of analysts. The individual needs to be articulate, and have excellent project management, people management, and presentation skills. Experience managing and delivering technology products and services or market research services is highly desired. The Program Director will oversee a number of research programs with P&L responsibility. In overseeing these programs, the Director will serve as a main point of contact with clients, as well as with IDC's sales and consulting groups. Therefore, the individual will need to possess strong client-facing skills with a keen business sense to identify and deliver research in a way that meets clients' needs. The individual will also be responsible for ensuring that research is delivered on time, cost effectively, and with a high degree of quality. This requires the Director to have strong project management skills with a constant eye on detail. Preferably, the individual will have managed research products. Additionally, the following skills and attributes are desired: Ability to provide clear insight, direction, and guidance to a diverse analyst team; Strong collaboration skills; Strong presentation skills; Strong business development skills; Creative problem solving skills; Comfort working in a fast-paced, ever changing environment. Over time, the Program Director will be expected to develop new research services where he/she will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support these new services. This individual is expected to be energetic with a "can do" attitude, and possess an undergraduate degree or graduate degree with at least 5+ years working experience in mobility, wireless, or telecom fields. Experience with an IT or consumer market advisory firm is a big plus. The position requires the candidate to work out of IDC's Framingham, MA office and requires infrequent travel.
Location: Framingham, MA
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Security Products (IDC)

IDC's Security Products research group has a Research Analyst role available to support the Security Appliance Server Tracker and other Security Products programs. This individual will collect and analyze security appliance data on a quarterly basis. The security industry is a dynamic area of technology that is rapidly evolving as customers implement software, hardware, and services to help manage their growing security infrastructures. This position will afford the analyst a unique opportunity to develop new areas of research from the ground up, developing the skills and knowledge required to publish insightful bulletins and reports. The core responsibility entails significant phone and email contact with vendors and regional IDC analysts. Gaining an in-depth understanding of the security market, as well as the products and strategies of the assigned vendors, will be critical. The work is detail-oriented and requires the ability to discern data patterns that are sometimes illogical, and work with data that seems erroneous, as well as reconcile data models with regional analysts. Requirements include strong competency in the use of Excel, working knowledge of pivot tables, data modeling skills, analytical skills, and a bachelor's degree. Solid writing ability is also a necessity. Familiarity with some aspect of the information technology industry and a background in research is desirable. Applicants need a positive attitude, sensitivity to deadlines, and strong interpersonal skills. Based in IDC's Framingham, MA office, this position requires little travel. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Database Developer (IDG)

IDG's newest business unit, IDG Web Services, is seeking a Database Developer to join the team. The Database Developer will take the lead on designing and implementing database applications which support the shared online infrastructure of IDG in the US. This position is responsible for the maintenance and extension of IDG's unified customer database, including integration of that database with other internal and external customer data repositories and applications. As the Database Developer you will devise technical solutions to meet business requirements provided by senior management and design, build, test and deploy database processes and features. This position requires the ability to work independently, collaborating directly with line managers and other technical staff at all levels of the organization. This position will work with little technical supervision, making technical decisions with considerable latitude and a high degree of creativity and self-reliance. Additional requirements include 4 years MS SQL Server database development experience emphasizing advanced SQL, PL/SQL, data maintenance (TSQL), performance optimization, stored procedures and triggers. Extensive experience with MS SQL data loads, multi-source a must. Please note, this is a developer position, not a DBA position.
Location: Boston, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Immigration, military training account for high number of ICT professionals in Israel

The proportion of ICT professionals in Israel is substantially higher than many similar countries, according to IDC Israel Managing Director **Gideon Lopez**, who offered two major reasons for this fact:

• The influx of highly skilled ICT personnel from the former Soviet Union. "This massive immigration in the early 1990s has given a tremendous boost to Israel's ICT industry," he said.

• The extensive military technology units. Israel's defense strategy is very much leveraged on technology-based superiority. Once out of the service, these people enter the civilian ICT markets as experienced professionals.

Well aware of this reality, the Israeli government is leveraging this supply of ICT professionals by creating several technology incubators to assist budding entrepreneurs in turning bright ideas to exports, Lopez noted.

IDC EMEA covers broad swath

IDC EMEA currently operates offices in Austria, Bulgaria, Romania, Czech Republic, Hungary, Poland, Russia, Ukraine, Slovenia, Croatia, United Arab Emirates, Israel, Turkey, South Africa, Nigeria, Kenya, U.K., Denmark, Sweden, Germany, France, Spain, Italy, Portugal, Netherlands and Ireland.

What's grid?

Grid computing uses the resources of many separate computers connected by a network (usually the Internet) to solve large-scale computation problems.

IDC Israel

continued from page 1

venture capital firms in 2004. By way of comparison, in the U.S. $20.9 billion was invested in 2,876 deals during the same timeframe.

In addition to the Emerging Technologies research, IDC Israel will provide the following services:

• Local analysts researching the Israeli market for the development of products for customers both locally and abroad (as part of the IDC CEMA regional research program).
• Customized consulting work for both Israeli companies and multinationals operation or wanting to operate in Israel.
• Sales of IDC worldwide research to Israeli companies.
• Conferences and events.
• Go-to-Market Services.

Other market conditions fueling IDC's desire to establish a stronger presence in the Israeli market include per capita IT spending that is on a par with that for most developed ICT markets and a very strong research and development and ICT export industry, Lopez noted. "While IT spending in Israel totaled $3.4 billion in 2004 or about 15% of total IT spending in the MEA region in that year, the population of Israel constitutes less than 1% of the total population in the Middle East and Africa," he said.

In addition, Israel's PC, servers and storage expenditures were 10%, 20%.and 40%, respectively, of the region's spending in these areas in 2004. Israel accounted for 19% of the region's IT services expenditures. Consumer PC penetration reached 57% of households last year with broadband Internet penetration crossing the 50% mark. Telecom spending totaled more than $4 billion in 2004 with mobile penetration reaching 100%.

Contact Gideon Lopez at glopez@idc.co.il. WU

New GridWorld conference quickly expands for '06

IDG World Expo launched GridWorld, the premier trade event for the enterprise IT community focused on the commercial benefits of integrating and deploying Grid into core IT operations, earlier this month in Boston. Just one day into the four-day event, the business unit announced that GridWorld would expand next year by incorporating complementary content from GlobusWORLD, another leading organization in the industry.

"All in all, GridWorld was a success and we are looking to grow it." said Event Director **Anjali Chawla**. "Our goal is to embrace and support every facet of the industry, making GridWorld a reflection of the grid ecosystem. We are actively seeking to engage other key organizations — whether they support open source or proprietary standards — to continue to build GridWorld into the premier venue for the delivery of cutting-edge content, research, education, product and service solutions."

The inaugural event was held in partnership with the Global Grid Forum (GGF), a community of users, developers and vendors involved in the global standardization efforts for grid computing. GridWorld 2006 will feature the addition of GlobusWORLD, organized by designers and developers of the Globus Toolkit, an open source, middleware solution. GGF and GlobusWORLD will each have specialized conference tracks that will be held in conjunction with the Enterprise Program , which is the core component of this event.

"Wide-scale grid adoption depends on a standards-based infrastructure, open source software and a rich mix of commercial solutions," said IDG World Expo CEO **David Korse**. "With GGF and GlobusWORLD – two of the industry's leading organizations – working together at GridWorld, we expect to more fully leverage an existing symbiotic relationship and play an even larger role in supporting and accelerating the market adoption of the grid."

The Boston event included a two-day Sponsor Showcase that let attendees interact with leading companies to learn about the latest products and service solutions. The 20 sponsors included blue-chip firms like IBM, SUN, Intel, HP, Oracle and Symantec. IDG's U.S. enterprise publications, along with IDC, were among 13 media sponsors.

CXO Media Group Publisher **Gary J. Beach** delivered the opening address on global business trends shaping next generation Enterprise IT. IDC VP/System Software & Enterprise Computing **Dan Kusnetzky** shared a quantitative perspective on the future of Grid as part of a panel. IDC analysts and IDG editors were among the invitees to a media/analyst reception where sponsors shared insights into their latest offerings and got one-on-one time with analysts. "Sponsors loved this addition," Chawla said.

For more details visit www.gridworldhome.com or write to anjali_chawla@idg.com. To view live coverage that was provided for the event visit http://gridwire.gridtoday.com. WU

noteworthy people

New employees

MICHELE NELSON
Mitchell

Associate Web Developer **Elizabeth Mitchell** joins GamePro from Implus Footcare in Morrisville, N.C., where she was a graphic designer, responsible for branding, package design and illustration. She holds an associate's degree in graphic design from Ricks College in Rexburg, Idaho. In her free time she rollerblades ("badly"), paints, writes, reads and plays "lots and lots of World of Warcraft." She recently exhibited and sold her artwork at Comic-con in San Diego for the first time. *emitchell@idg-entertainment.com*

MICHELE NELSON
Goldberg

David Goldberg is IDG Entertainment's new director of advertising operations, coming from IGN Entertainment where he was a tech producer administering all online advertising technologies. For IDG Entertainment he will be running the ad serving software, managing inventory, helping production implement ad products and managing a trafficking team. He graduated from Rensselaer Polytechnic Institute in Troy, N.Y., with a B.S. in management and technology. He is "a huge" San Francisco Giants fan. *dgoldberg@idg-entertainment.com*

Pai

Nagesh Pai joins IDG Media India as assistant manager, sales, for CIO and Outsourcing World in Western India. He was previously a technology media planner with Universal McCann. He holds a bachelor's degree in engineering and instrumentation technology and an M.A. in marketing management from the University of Mumbai. A trained classical vocalist, he sings at devotional temple prayer meetings and community functions. His blog (http://nagpai.blogspot.com) is his "newfound hobby." *nagesh_pai@idgindia.com*

IDG WORLD UPDATE
Mills

Deanna Mills joins Macworld as executive assistant to Mac Publishing President **Rick LePage**, coming from Reed Business Information where she was the executive assistant to the VP, group publisher and editor-in-chief. She holds a B.A. in English with a concentration in American literature from Hunter College in New York City and is currently attending City College of San Francisco City. She is an avid supporter of the ASPCA and Worldvision, a non-profit organization helping impoverished and malnourished children. *dmills@macworld.com*

IDG WORLD UPDATE
Hemerly

Previously an advertising coordinator with Barron's, **Jess Hemerly** is now a Macworld sales associate managing all print traffic. A graduate of New York University, she holds a B.A. in politics. While in college she served as a correspondence intern for former President Clinton in his Harlem, N.Y., office where she wrote his thank-you letters. Away from the office, she enjoys reading, cycling, freelance writing and "painfully amateur digital photography." *jhemerly@macworld.com*

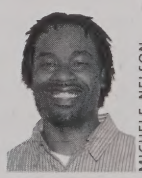
Network World has hired **Jeanne Seltzer** as marketing communications manager. She was previously creative director/senior account manager with ARIA Marketing where she oversaw the creative direction for healthcare IT companies' marketing campaigns. She holds a B.A. in English from St. Mary's College of Maryland. In her free time she enjoys scriptwriting and video editing, dance, and is involved with the Special Olympics. *jseltzer@nww.com*

MICHELE NELSON
Tonner

IDG Entertainment has hired **Simon Tonner** as marketing director, a title he held at his previous employer, Interex. He earned a B.S. in marketing from San Francisco State University and enjoys home improvement, as evidenced by his recent purchase of a 1904 Victorian house. *stonner@idg-entertainment.com*

MICHELE NELSON
Woodhead

Dan Woodhead joins IDG Entertainment as an account executive, coming from IGN Entertainment where he was a sales coordinator. He attended the University of Colorado/Boulder where he received a B.A. in advertising. In his free time he enjoys basketball, soccer, skiing and running. *dwoodhead@idg-entertainment.com*


MICHELE NELSON
Banks

Previously a temp-to-hire employee, **Ramon Banks** joins IDG Entertainment full time as facilities coordinator. He has studied at Newman University in Wichita, Kans., and Laney College in Oakland, Calif., enjoys playing baseball and basketball and is soon to be a father. *rbanks@gamepro.com*

Ellen Daly is CXO Media's new VP, executive programs, coming from The George P. Johnson Co., where she was director of program strategy. She earned a B.A. in English with a minor in education from the University of New Hampshire and enjoys travel, hiking and dining out. *edaly@cxo.com*

CXO Media has hired **Jim Alla** as VP, integrated media and online sales. He was previously senior VP of sales with Dotomi and holds a B.A. in economics from Middlebury (Vt.) College. Away from the office he enjoys boating, hiking and skiing. *jalla@cxo.com*

IDG WORLD UPDATE
Slattery

Previously a public relations specialist with Sega of America, **Devon Slattery** joins CIO's San Francisco sales office as an ad sales associate. She holds a B.A. in communications from the University of California/Santa Barbara and an M.A. in broadcast journalism from the University of Southern California. In her spare time she enjoys running. *dslattery@cxo.com*

Transfers

BILL RIGBY
Sellazzo

Previously a senior marketing communications specialist with CXO Media, **Tara Sellazzo** is now a senior marketing specialist with Computerworld. She earned a B.S. in marketing with a minor in psychology from the University of Massachusetts/Amherst and enjoys reading, golfing and trying new restaurants. *tara_sellazzo@computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Helen Marnfeldt *IDG Sweden*

23
Angel Hermosell *IDG Spain*

21
Jose Luis Villacorta *IDG Spain*

20
Jeff Edman *PC World*
Lene Sekjaer *IDG Denmark*

16
Ákos Bognár *IDG Hungary*
Bruno Agostini *IDG Italy*
Yoshitomo Fukada *IDG Japan*

15
Cornelia Krämer *IDG Germany*

14
Corinne Huron *IDC France*
Jolanta Szot *IDG Poland*

13
Søren Adelkvist *IDG Denmark*
Joachim Hackmann *IDG Germany*
Simona Varisco *IDG Italy*

12
Dick Heiman *IDC*
Selinna Chin *IDC Malaysia*

11
Sabine Mayer *IDG Germany*
Fredrik Bernsel *IDG Sweden*

10
Thomas Gunni Pedersen *IDG Denmark*
Hans Jørgen Christiansen *IDG Denmark*
Ricardo Sampaio *IDC Brazil*
Deborah Sordini *IDG Italy*
Linda Hewlett *IDC U.K.*

9
Jolana Lammelova *IDG Czech*
Wolfgang Schlichting *IDC*
Mario Morales *IDC*
Annemarie Lootsma *IDG Netherlands*
Alan Freedman *IDC Canada*
Magnus Höij *IDG Sweden*
Slawomir Kosielinski *IDG Poland*
Ivair Rodrigues *IDC Brazil*
Takanobu Urayama *IDG Japan*

8
Juan Perez *IDG News Service*
Zazana Peskova *IDG Czech*
Carolyn Perot *PC World*
Junko Yairi *IDC Japan*

7
Amy Kelley *IDC*
Michael Cole *IDC*
Marcel Roozeboom *IDG Netherlands*
Anders Ovesen *IDG Denmark*
Marzena Fiok *IDG Germany*
Christian Töpfer *IDG Germany*
Antje Bütow *IDG Germany*

6
Phil Michaels *Mac Publishing*
Janice Higgins *IDC*
Lisa Fels Echavarria *IDC*
Emile Idzenga *IDG Netherlands*
Manfred Aumaier *IDG Germany*
Albert Lauchner *IDG Germany*
Philipp Johnssen *IDG Germany*
Dominik Olszanka *IDG Poland*
Margaret Ledingham *IDG U.K.*
Geoffrey O'Connor *IDG U.K.*
Chris Ingle *IDC U.K.*
Christopher Conrath *IT World Canada*

5
Angela Beaudoin *PC World*
Mary Jane Donnelly *IDC*
Cécile Derrien-Dard *IDG France*
Elly Delemarre *IDG Netherlands*
Greg Ambrose *IDC Canada*
Allan Abildskov *IDG Denmark*
Hans-Christian Dirscherl *IDG Germany*
Alexander Beck *IDG Germany*
Mats Brandon *IDG Sweden*
Anna Harazinska *IDG Poland*
Danilo Loda *IDG Italy*

4
Wade Grubbs *InfoWorld*
I.H. Baik *IDC Korea*
Ineke Kievit-van Hese *IDG Netherlands*
Thomas Jank *IDG Germany*
Rüdiger Guzikowski *IDG Germany*
Erik Bruin *IDC Benelux*
Anton Müller *IDG Switzerland*
Catarina Fernandes dos Santos *IDG Brazil*

3
Petr Prosek *IDG Czech*
Carol Denison Spatarella *IDC*
Damon Kovelsky *IDC*
Deborah Williams *IDC*
Eugene Henderson, Jr. *IDC*
Gordon Sims *IDC*
Jeanne Capachin *IDC*
Jin-Chul Kim *IDC*
Karen Holt *IDC*
Linda Breisch *IDC*
Patricia Henderson *IDC*
Bill Bradway *IDC*
Laura Brisbee *IDC*
Attila Makk *IDG Hungary*
Corinne Teo *IDC Singapore*
Vivian Jing *IDC China*
Jamie Sharp *IDC Canada*
Judith Black *IDC U.K.*

2
Louise Revers *IDC*
Gary Clarke *IDC Australia*
Jose Pauty *IDG Netherlands*
Christian Löbering *IDG Germany*
Sigrid Falkner *IDG Germany*
Brigitte Wansing *IDC Benelux*
Maria Wikner *IDG Sweden*
Erik Mathers *IDG Sweden*
Valeria Bravo *IDC Mexico*
Dino Del Vescovo *IDG Italy*
Janet Ward *IDG*

1
Luca Masoni *IDG Italy*
Scott Williams *Mac Publishing*
Salvador Guillen *IDG Central Services*
William Roch *IDC*
Brad Dillon *IDC Canada*
Axel Beisner *IDG Germany*
Ole Meiners *IDG Germany*
Daniel Lindén *IDG Sweden*
Sylwia Skrobisz-Stefanska *IDG Poland*
Iwona Raclawicka *IDG Poland*
Thais Delft *IDC Brazil*
Juana Gandia *IDG Spain*
Claudia Junqueira Laudissi *IDG Brazil*
Mark Buckley *IDC U.K.*
Scott Gemmell *IDC U.K.*
Patrick Warley *IDC U.K.*
Dan McLean *IT World Canada*
Shuichi Hashimoto *IDG Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

CIO|06: The Year Ahead
A CXO Media Event
Nov. 6-8
Wild Horse Pass Resort
Phoenix, AZ
www.cio.com/conferences/home.html?ID=161

PC World Global Product Support Center meeting
(internal IDG meeting)
Nov. 6-8
Westin St. Francis
San Francisco
Contact: Sandy Wong
sandy_wong@pcworld.com

Enterprise Global Product Support Center meeting
(internal IDG meeting for CW/IW/CIO properties)
Nov. 8-10
Westin St. Francis
San Francisco
Contact: Don Kennedy
don_kennedy@idg.com.au

LinuxWorld Conference & Expo
Nov. 9-10
Jaarbeurs
Utrecht, the Netherlands
www.linuxworldexpo.nl

LinuxWorld Conference & Expo
Nov. 15-17
Frankfurt Fairgrounds
Frankfurt, Germany
akaeppel@ksmesse.de
www.linuxworldexpo.de

IT Meets Business
Nov. 16-17
Hotel Bayerischer Hof
Munich, Germany
pmuehleck@computerwoche.de
www.idg-veranstaltungen.de

ERP Forum
Nov. 17
Hilton Hotel
Sofia, Bulgaria
nely_yolovska@idg.bg
www.idg.bg

European IT Banking Forum 2005
Nov. 17-18
Milan Marriott Hotel
Milan, Italy
www.idc.com/italy

ROCS
Nov. 22-25
JW Marriott Grand Hotel
Bucharest, Romania

IDG Research Services' Kathy Dinneen says good-bye

After a career with IDG that has spanned more than three decades, IDG Research Services President **Kathy Dinneen** last week bade a formal (if not final) farewell to fellow U.S. business unit leaders at a retirement party hosted by IDG Chairman **Pat McGovern**, CEO **Pat Kenealy** and IDG Communications' President **Bob Carrigan** and held at Boston's Excelsior Restaurant. On hand to wish her well as she capped a career that began when IDG was IDC and Computerworld had not yet launched were the members of IDG's Management Team as well as current and former colleagues.

Calling it the "hardest decision I've ever made in my life," Dinneen said she has been grappling with her choice for months. "This company is a very big part of me, it was very hard to make the decision to leave," she said. "But I really felt that at this point in my life, I needed to try and do some new and different things."

Dinneen began her career with her one and only employer while still an undergraduate student at Boston's Northeastern University, working part-time on IDC's International Data File. Before earning her degree, Dinneen left school, married, and had two daughters.

When her youngest child was six months old, Dinneen returned to IDG to become market research director for six-year-old Computerworld. Not long after that, "Pat [McGovern] began launching new publications, and we took on the research function for each of those." During the 1980s, Dinneen's group was spun off from Computerworld as an independent IDG Marketing and Research Group. Several years later, the marketing function was returned to the individual publications, but research remained a centralized function and Dinneen became president of IDG Research Services.

Under her leadership, IDG Research Services grew into a full-service research organization dedicated to providing media and market research services to IDG business units and their clients. During her tenure, Dinneen has provided research services for every IDG business unit in the U.S., as well as many outside the U.S.

*IDG Chairman **Pat McGovern** originally hired **Kathy Dinneen** as a part-time researcher for IDC's International Data File while she was a student at Northeastern University. Last week, he helped host a party for the retiring president of IDG Research Services, who leaves the company after 32 years. Among the gifts she received was a case of wine containing bottles from all over the world with notes wrapped around them from colleagues with whom she has worked.*

Asked what she would miss most about IDG, Dinneen said, without hesitation, "the people. When I think back on my years here, I realize just how lucky I've been, both personally and professionally, to have had the chance to meet and work with so many talented, capable people, particularly all those who have worked with me at IDG Research over the years. I have thoroughly enjoyed every minute — well O.K. there have been a *few* minutes..." she laughed, "of my time here. IDG was — and is — simply a great company to work for."

Dinneen said her immediate plans call for spending more time with her two grandchildren, Nate, 4, and Ella, 2, rekindling her long-neglected love of painting and spending some quality time in the gym. "I also definitely plan to get involved in some sort of volunteer work but haven't had the time yet to decide in what field."

With Dinneen's departure, IDG VP Research **Janet King**, a 16-year veteran of the group, will take over day-to-day responsibility for running the business unit.

Museum passes available

As a corporate member of the Boston Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

IDG employees from the Boston area or any visiting employees who would like passes should write to world_update@idg.com and provide their name and business unit address. You may request up to four passes per venue.

and*finally*.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Mike Sponseller
IDG World Expo

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Sponsorships up at Network World's eighth VORTEX

Conference attracts increased number of C-level executives

Two hundred and fifty C-level executives and vendors came to San Francisco Oct. 24-26 to discuss the present and future of the $1 trillion enterprise IT industry at the eighth edition of VORTEX.

IDG WORLD UPDATE

*(L-R): VORTEX Executive Producer **John Gallant**, Sales Operations Specialist **Karen Bornstein**, Senior Marketing Manager **Sara Nieburg**, Senior Event Planner **Dale Fisher**, Senior National Sales Director **Andrea D'Amato**, Director of Marketing, Audience Development **Debra Becker** and Executive VP of Events **Neal Silverman**.*

"It's a collaborative environment, bringing together the CIO community with C-level executives from the vendor community, mixing high-level buyers and sellers," said **Neal Silverman**, executive VP of Network World Events and Executive Forums, which produces the annual three-day event led by Executive Producers **John Gallant**, Network World president and editorial director, and consultant and author Geoffrey Moore. "We look at it as a balanced audience having a conversation about the direction of the IT industry. We want to foster conversations on topics that both parties can relate to and find equally important."

Silverman said that this year's VORTEX, the motto of which was 'Breakthough to Value,' was focused on "core and context — what is core to business and what is just context. It's about finding value in the enterprise as things become more and more commoditized. How are vendors differentiating themselves? How are CIOs generating value through IT for their business, customers and share-

continued on page 5

Bio-IT World unveils five new online lead-generation tools

Looking to increase the lead-generation successes that their webcasts and e-newsletters have provided, Bio-IT World last month began offering five new online lead-generation tools with a variety of price points. According to **Capel States**, Bio-IT World associate publisher/VP, the lead-generation products include the following:

• A downloadable white paper promotion area in which a lead-generation registration form is added to an industry white paper or other PDF document. Clients will be billed $12,000 quarterly to host any number of their white papers and $85 for each white paper downloaded by a Bio-IT World reader.

• A client-sponsored product promotion area with lead capture costs $1,200 per quarter to set up; downloads of product information, such as IT tools and life science equipment, cost $85 per download.

• Roundtable webcast sponsorship with lead capture costs $12,500. A Bio-IT World senior editor chooses a life science topic and assembles a panel of four to five industry experts to discuss it. The discussion is recorded and offered to clients for online sponsorship with any downloads requiring user registration.

• A Briefing On area lets clients that do not have their own content prompt a lead-generating download by sponsoring a registration-required package of Bio-IT World editorial online. Bio-IT World editors put together previously published articles on a series of topics critical to readers' work in life sciences. Eight topics have been identified for sponsorship at $12,500 per month. Downloaded material can also come with a PDF of client literature on the topic.

• LeadSource gives clients that have bought at least

continued on page 4

In this issue

LinuxWorld Conference & Expo expands to the U.K. *page 2*

IDG Media Kit PDFs are on IDG Central *page 2*

IDC's John Gantz meets journalists in Beijing *page 2*

One on one: IDG Communications President Bob Carrigan *page 3*

Celebrating 10: CIO's Elana Varon *page 8*

in brief newsworthy

LinuxWorld Conference & Expo expands to the U.K.

LinuxWorld Conference & Expo debuted in England Oct. 5-6, as more than 2,500 visitors packed Olympia, an exhibition facility in London, for the U.K.'s largest Linux and open-source event.

More than 60 companies selling products and services were on the show floor, including sponsors Novell, Oracle, Dell and Sun Microsystems and other exhibitors including HP, Red Hat, Thawte, Rackspace, Raritan and Hummingbird. The Turret Group, which previously produced LinuxExpo before IDG World Expo acquired the show last year, managed the rebranded event on behalf of IDG.

LINUXWORLD CONFERENCE & EXPO
October 5-6 • 2005 • Olympia 2 • London

IBM sponsored the event lounge and .Org Village, which showcased selected organizations from around the world — including the U.K., Belgium, France, U.S., Canada, Germany and Australia — that demonstrated the scope and quality of activity in the open-source community. This year's village featured more than 20 organizations involved in developing and supporting open source and free software projects, distributions and campaigns.

According to Turret Group Business Development Director Sarah Williams, feedback has been excellent from visitors and exhibitors alike. "This year's LinuxWorld has been a great success for Novell, and we have been impressed with the quality of visitors," said Novell Marketing Programs Manager Charlotte Duffy. "We had a great response to our presentations and overall everyone felt very positive about the show."

The event included two conference streams focusing on both business and technical issues and drew almost 200 registered delegates. One portion of the conference, two one-hour panels called The Great Debate, attracted standing-room-only crowds who heard open-source experts discuss innovation and adoption issues and tackle quick-fire topical questions from the audience.

Plans are now under way for LinuxWorld 2006 scheduled for Oct. 18-19, 2006. For more details go to www.linuxworldexpo.co.uk or contact Sarah Williams at s.williams@turretgroup.com. WU

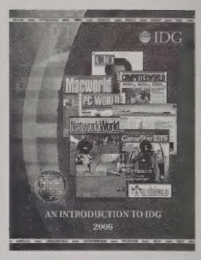
Lots of LinuxWorlds

IDG World Expo is working with 15 licensing partners to produce LinuxWorld events around the globe. Some, like the Turret Group in England, are producing large events with both conference and expo components. Others, such as IDC EMEA, are producing smaller, hotel-based conference-centric LinuxWorld Summits that could expand to full-fledged LinuxWorld Conference & Expo events if market conditions are favorable.

World Update schedule for Dec./Jan.

IDG World Update will be published Dec. 12, Dec. 26 (the Year in Review issue), Jan. 9 and Jan. 23.

IDG Media Kit PDFs are available on IDG Central



IDG's Corporate Communications group prints more than 5,000 copies of the IDG Media Kit annually, and for the second consecutive year PDFs of each media kit section are also available on the Corporate Communications section of IDG Central (www.idgcentral.com).

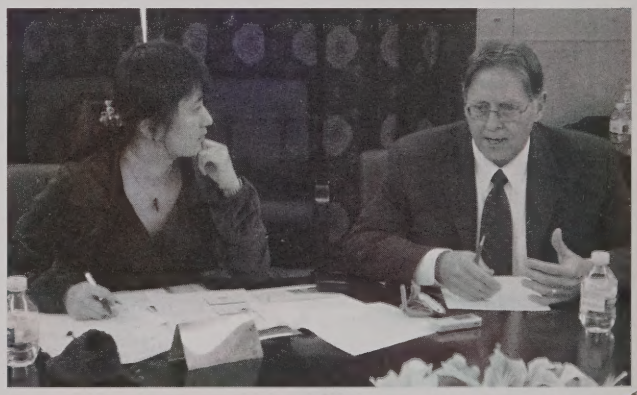
The media kit contains five brochures depicting IDG's global array of publications, events, online properties and research activities and an introductory brochure summarizing IDG's businesses. Each section is available in high- and low-resolution formats.

According to Marketing Communications Specialist **Teresina Cardamone**, who spearheads the media kit project, most of the PDF downloads are done by business units outside the U.S. that need additional brochures quickly and want to avoid the expense of courier shipping or the potential hassle with customs. The IDG Global Solutions sales team also users the PDFs when they need to promptly respond to potential new clients without waiting for additional kits to be shipped. However, any IDG employee with an IDG Central password can access the media kits.

While the media kit PDFs won't be updated until the 2007 media kit is published before the new fiscal year, employees can check IDG.com for the most recent top-level information about publications, events and Web sites. For example, whenever a new publication becomes part of the IDG family — Macworld China is a new licensee — Cardamone posts contact information and a cover on IDG.com. She encourages all business units to send her updates on product changes.

Write to teresina_cardamone@idg.com. WU

IDC's John Gantz addresses journalists at Beijing press event



*CEO & CIO China Senior Reporter **Weibing Wang** interviewed IDC Chief Research Officer **John Gantz** during a media event last month in Beijing organized by IDC China. Gantz gave a 25-minute presentation to 15 IT and business journalists on IDC's view of the global and Chinese IT industry followed by an hour-long Q&A session. IDC China Marketing Manager **Judy Wang** said she anticipated forthcoming stories from all the journalists; seven articles have already been published.*

one on one *the interview*

Bob Carrigan
The president of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

"The Fox broadcast network did the improbable by unseating CNN in total viewers, and it is my prediction that Computerworld will eventually 'outfox' CNET News.com in reach to IT pros. You heard it here first, folks."

Q What is your job description for the next year? Your title is president of IDG Communications. Is your brief primarily U.S. publishing?

A I am primarily responsible for U.S. publishing, which includes the eight media business units in the U.S. (Bio-IT World, Computerworld, CXO Media, InfoWorld, Network World, IDG Entertainment, PC World and Mac Publishing) and all of the service organizations that support U.S. publishing including IDG List Services, IDG Research Services and Corporate Sales.

Q You drove significant increases in both online and event revenue at Computerworld. What do you see as a healthy revenue split between print, online and events?

A Today, Computerworld's revenue from print is just under 50%. Computerworld has seen increasing profits as the combined percentage of online and events revenue has surpassed print. In general, a healthy split would be for print to become a lower and lower percentage of revenues. The faster we can grow our non-print businesses, the healthier our company will be.

Q Now that there is one person overseeing U.S. publishing, do you foresee more cooperation and joint projects among the U.S. publications?

A I think we are already seeing this, particularly in the online area. It's important that we continue to promote our media brands first and foremost, but it only makes sense to collaborate in some situations where the scale of IDG can lead to lower costs, more online traffic, more online leads and better customer satisfaction for our advertisers.

Q Can you address our strategy for competing with CNET News.com, which seems to have hearts-and-minds dominance online in the U.S.? I've heard it said that they are "consumer" and "mass-market," but when you talk to IT professionals, that's where they go for news online.

A There are no accurate measurement studies to compare IDG's actual Web reach reach to IT pros vs. News.com's reach to IT pros, but I agree that News.com is larger in reach. Our strategy is different, and I would argue that overall, IDG does a better job of serving the specific information needs of IT pros — beyond just news.

Call me a bit biased, given that I was the CEO of Computerworld, but I believe that the folks at Computerworld are going to give News.com a run for their money. Computerworld.com is growing traffic at a rapid pace and is fast becoming the leading site for IT news and news analysis. The FOX broadcast network did the improbable by unseating CNN in total viewers, and it is my prediction that Computerworld will eventually "outfox" CNET News.com in reach to IT pros. You heard it here first, folks.

Q Can you tell us a little more about the new IDG Web Services Group? How will it work with the publishing units, and is there any concern that this group will compete with the offerings from the individual publishing units?

A The Web Services Group is a new initiative that will not compete with the business units. The Web Services Group will manage the IDG Unified Customer Database, which is a master database of all of the end-user records from our various U.S. business units. The goal is to leverage that database to drive incremental leads so that our reps at the business units can provide more lead guarantees to advertisers for programs in the webcast and white paper areas. Today, we sell webcasts and white paper sponsorships, but we lack the lead volume to grow revenues to the level of our competitors — let alone beyond them. All of our main competitors sell from a shared database. This is a new initiative, and much more detail will be provided as we launch later this calendar year, but the message to our folks in the business units is that we are going to sell through our field sales teams at the business unit level, not compete against them.

Q The company is looking to hire a vice president for corporate marketing and research. Why was this new position created? How will this person fit into the reporting structure at IDG?

A **Kathy Dinneen** just retired from the company after 32 years. For most of her career, Kathy led the IDG Research Services group to become the top-notch research organization that it is today. When Kathy left, we took the opportunity to evolve the job that she vacated to include marketing along with research. It should be noted that IDG Research is mainly in the business of doing marketing and editorial research, so having a person to lead the group with marketing responsibility made sense. The goal is to do an even more effective job in marketing the

continued on page 7

Bio-IT World

continued from page 1

two integrated Bio-IT World programs customized research into Bio-IT World's 70,000-member life-science buyer database that identifies and qualifies key buyers by surveying their intent to buy in 30 technology categories. Bio-IT World promises LeadSource clients 10 to 70 qualified leads, depending on the technology category, every two months if the client spends $7,500 or more in that time.

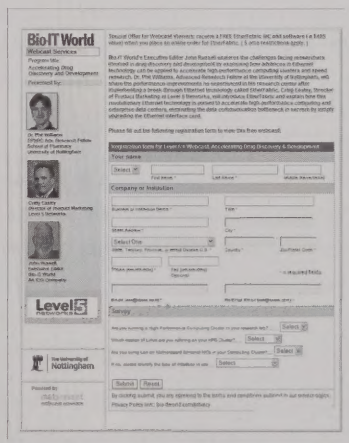
"Targeted content attracts targeted buyers," States said. "Customers agree that qualified leads — not clicks — are their focus now and going forward." States said that Bio-IT World clients are evaluating these programs, and initial response has been very positive. "They said this full menu of offerings is superior to what our competitors have, and, in a number of cases, it's given them a whole new way to look at us. Even if our overall audience may not be strong in their unique area, we can get over that hurdle by presenting products that provide a measure of effective accountability — qualified leads — that target their niche and reach their discrete buyers."

"We want to establish a valuable relationship with out clients. Our value lies in making it simple for them to capture qualified leads. We have the content that gains the audience, and we give them to our clients."

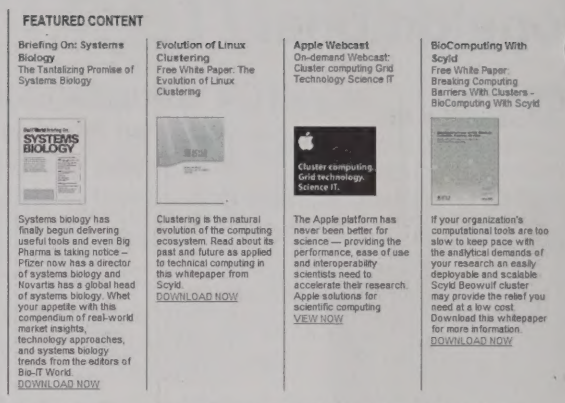
— Capel States

States said clients' information, such as white papers and product promotions, are "worthless" unless they get to the right readers. "We want to establish a valuable relationship with out clients. Our value lies in making it simple for them to capture qualified leads. We have the content that gains the audience, and we give them to our clients."

According to States, past sponsored Bio-IT World webcasts that required no registration could draw up to 800 downloads. Now that registration is required, States predicted there could be 300 to 500 downloads. "There's a lot of variance for any of these programs based on the content and the size of the group that's interested in that content. You can have a roundtable on DNA sequencing and get a very small group of 'attendees,' but the equipment and technology required for DNA sequencing is hugely expensive, so some clients would be pleased with 20 people downloading their material if five are qualified future buyers. Even if one buys their equipment that's a great ROI."



This lead-generation form for a Webcast on accelerating high-performance computing clusters asks readers to fill out a brief, four-question survey on their computing cluster usage.



Among the content featured on the Bio-IT World site are Webcasts and white papers. Downloads are free to readers who fill out a lead-generation form, and sponsoring clients pay $85 for each download.

IBM, Agilent, LabVantage, Affymetrix, EMC, Intersystems and Applied Biosystems International are among Bio-IT World's best clients, according to States. "They're a mix of dedicated life science vendors and IT companies targeting the life sciences."

States said the pitch his sales team — which is made up of VP, Sales, West **Alan El Faye**; VP, Sales **Jeffrey Hyman**; and Sales Director **Tom Thomas** — uses is based on demonstrating to clients that in the life science technology market "Bio-IT World is the publisher to engage with if qualified sales leads are important. Our aim is to have full, integrated programs in which every item is quantitatively accounted for. Clients appreciate that, as it is a great aid in proving the ROI on their marketing investment."

States credited Computerworld VP, Online Sales **Gregg Pinsky** and Network World Executive VP **Kevin Normandeau** with helping his team shape the lead-generation programs. "They shared their pricing, methodologies and advice on selling the programs. We were familiar with what they were and the theory of how to do them. Gregg and Kevin gave us the type of granular walkthrough that let us adapt them successfully to our marketing and clients."

Write to capel_states@bio-itworld.com. WU

IDG

November 7, 2005

Operations Coordinator (CSG)

We are looking for an outgoing, organized, detail-oriented and flexible person willing to learn in a fast paced IT environment. This position is a mix of administrative and basic helpdesk responsibilities. You will track vendor relationships/contracts, process invoices and internal fees, order supplies, install desktop software and learn to perform basic troubleshooting for desktop applications. Multi-tasking abilities are a must, as is above average proficiency with Microsoft Excel and Word and excellent written and oral communication skills. Must be capable of working with minimal supervision. Knowledge of Windows XP and basic software installation is helpful but not required. ***Location: Framingham, MA***

Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Human Resources Representative, Temp (HRSD)

IDG is seeking an experienced HR professional to join our team for 4 months during a maternity leave (mid-December through April). This position will be responsible for HR generalist duties which may include recruitment, employee relations, benefits counseling, as well as responding to employee inquiries about payroll and policies. You may also be assigned to special projects as they arise. The ideal candidate will possess a BA/BS degree or equivalent, 3 plus years of HR experience with emphasis in recruiting and employee relations as well as proficiency with Microsoft Office and Peoplesoft. Excellent organizational, verbal and written communication skills required. We are looking for an individual with a strong customer service focus, a "can do" approach, and a willingness to work in a high volume, fast-paced environment. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Program Manager, Finance and Accounting Services (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized BPO (business process outsourcing) and Business Services research team. The individual in this role will serve as IDC's lead subject matter expert on the topic of Finance and Accounting (F&A) Services and BPO, providing market research, analysis, thought leadership and advisory services on the F&A BPO services market, as well as acting as a key contributor to IDC's overall BPO research team. This individual will take the lead in developing and delivering IDC's F&A BPO Services research practice, a role that will involve both the development and delivery of research, and the business management aspects of the practice. Key responsibilities include: following business and IT services companies that compete in the dynamic and evolving global F&A BPO services market, developing and delivering original studies and research on the F&A BPO Services market, engaging in client-centric business consulting, and acting as a client advisor. The role also requires taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services and BPO Services providers and leading technology providers. The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor; Demonstrate initiative and structure in independently exploring new topics; Participate in and bring value to a larger team of business services analysts; Demonstrate strong writing, public speaking and presentation skills; Build relationships with key BPO market players and influencers; Participate in business development/sales activities that lead to client acquisition; Balance multiple roles simultaneously. The Ideal candidate should have 10+ years of professional experience, knowledge of Finance & Accounting business practices, and familiarity with the dynamics generally affecting BPO issues. A Master's degree in a professional field such as business or international affairs is preferred. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Initially, travel will be limited to10-15%. ***Location: Framingham, MA***

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Manager, Security Products and Services (IDC)

IDC's Security Products and Services group seeks a Research Manager to conduct and manage security consulting. This person will oversee prospecting, development and execution of consulting opportunities in the following areas: white papers, speeches, webinars, Go To Market services, multi-clients, Investment Research Services, and other non-subscription services. In addition to working with sales and tracking all consulting activities on a real-time basis, this manager's consulting activities will include selling, analyzing qualitative and quantitative data, and writing custom studies that provide strategic insights to our clients. Responsibilities include market sizing, forecasting, as well as in-depth company analysis, and tracking technology and usage trends in collaboration with our security analysts. Other responsibilities include working with IDC analysts around the world to satisfy international consulting projects, maintaining customer deadlines, presenting research and insight at industry events and in front of clients, and tracking all consulting activities. The analyst will be responsible for responding to consulting sales, developing new opportunities at client meetings, managing consulting projects, handling IDC sales and client inquiries, developing relationships with top industry executives, ensuring that opportunities are captured, working with financial analysts on custom projects, and collaborating with other IDC analysts in the U.S. and Internationally. The ideal candidate will have strong skills in the following areas: project management, sales ability, writing and analytical skills, proficiency in the use of Microsoft Excel, and broad knowledge of security markets. A bachelor's degree is required; a master's degree is an added bonus. In addition to a positive attitude and good interpersonal skills, candidates with security consulting experience are preferred. The position requires the candidate to work out of IDC's Framingham, MA office. Some travel is expected.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Online Content Producer (IFW)

InfoWorld is seeking an Online Content Producer to manage and implement the overall content strategy for InfoWorld.com. The Online Content Producer will work closely the VP/General Manager of InfoWorld.com and collaborate with staff in editorial, audience development, online advertising, product sales and web design. This position will select, create, acquire, and appropriately display content that drives business metrics for InfoWorld.com. Specific responsibilities include working with InfoWorld editors and other internal content resources to develop and manage new and existing information products, segmentation of current and potential future audience, analysis of audience information needs by segment, identifying numerous potential appropriate content sources in addition to InfoWorld-created content, creating and managing key content-acquisition relationships, and intensive, ongoing data analysis and performance reporting. Candidate should have a minimum of 7 years experience in the media business, including substantial experience managing content programming for one or more industry-leading web sites. Strong, proven analytical and marketing skills are also required, along with well developed knowledge of HTML and online content technologies. MBA preferred. ***Location: San Francisco, CA***
Contact: C. Rivera, Fax: 415-974-7316, Email: carina_rivera@pcworld.com

Competitive Intelligence Analyst (RSH)

IDG Research Services is looking for an experienced database/research analyst to support the company's competitive intelligence function. Reporting to the VP of Research, the analyst will have responsibility for collecting, maintaining, supporting and analyzing market and competitor information from multiple sources, assessing its accuracy, validity and reliability. Supporting/maintaining IDG's competitive advertising database is a primary responsibility in this function. The qualified candidate must have a high level of personal organization skills, excellent oral/written communication skills and must be detailed oriented with the ability to handle multiple assignments promptly and effectively. Superior customer service skills are necessary to be successful. Ideal candidates will possess a BS/BA and 3 years experience in an analyst role. Experience using database and report development tools such as SQL and Excel are required. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

VORTEX

continued from page 1

IDG WORLD UPDATE

*Network World President and Editorial Director **John Gallant**, VORTEX's executive producer, said the conference underscored that there is a major change under way in enterprise IT, and that change will be creating big opportunities and risks for customers and suppliers.*

holders and focusing on efficiencies, products and services?"

VORTEX is made up of general session lectures, one-on-one interviews, CIO panel discussions and targeted breakout sessions. Among the notable speakers and panelists at this year's event were executives from AT&T, Hewlett-Packard and Red Hat. "The conference has always had a great reputation, and we actually have to turn away many speakers," Gallant said, noting that at this year's event Microsoft CTO Ray Ozzie gave a preview of the company's plans to provide software as a service, while the CIOs of Hasbro and DolphinSearch provided a "great debate" on the future of utility computing. "We also had a very spirited dinner discussion on 'Charting the Future' in which we had attendees vote on potential future scenarios such as 'In 10 years, Google will own the desktop' and discuss the implications."

Among the conference's 12 sponsors were platinum-plus sponsors Cisco Systems, Lucent Technologies, Nortel and Verizon Wireless; other sponsors included Qualcomm, AT&T and public relations firm Porter-Novelli. Silverman said VORTEX's technology sponsors were looking to position themselves as thought leaders that can offer valuable services that can help build CIOs' companies more efficiently, while non-technology firms, such as second-time sponsor Invest Northern Ireland, were there to promote economic growth. Silverman added that VORTEX draws more sponsors every year. "Since we have seen an increase in attendance from the CIO community our sponsorship numbers have grown substantially," he said.

"The conference has always had a great reputation and we actually have to turn away many speakers."

— John Gallant

VORTEX also invites members of the venture capital and financial services communities who are interested in IT trends in order to guide their investments and "understand the landscape for the future of IT," Silverman said.

After last year's event in Santa Barbara, Calif., Executive Forums developed a CIO council and throughout the year hosted conference calls on the issues facing its members; it also increased the CIO representation on its advisory board, which provides year-round guidance, both of which were "invaluable," Gallant said.

The day before VORTEX Gallant and Moore held a first-time, onsite private CIO roundtable for any CIO speaking at or attending the event, and about 35 participated. "Our discussion framework started on 'The New Rules for Enterprise CIOs,' but we ended up in a pretty freewheeling discussion of their current challenges," Gallant said. "We were able to use that information to make sure our questions to the tech executives and other CIOs were really on the mark and to make sure we referenced specific issues, such as their deep concerns about security, in our sessions."

While previous VORTEX events were held in resort-like venues, this year's was at San Francisco's Palace Hotel. "We wanted to make it more accessible to our attendees and speakers and put it in a city that represents serious business," Silverman said.

Gallant said that what he took away from VORTEX is that there is a major change under way in enterprise IT, and that change will be creating big opportunities and risks for customers and suppliers. "Both sides are struggling to navigate these changes, trying to establish a long-term strategy and architecture, while dealing with many immediate issues like security and compliance. More than 80% of the attendees at the 'Charting the Future' session agreed that SOA presents 'rich opportunities' for investors and entrepreneurs."

The next Vortex will be held in October 2006 in San Francisco. For more information go to www.idgexecforums.com/vortex05/index.html or contact Neal Silverman at nsilverman@nww.com. WU

Speaker tips

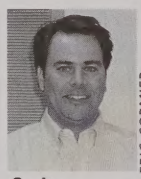
VORTEX Executive Producer **John Gallant** offered these tips on working with conference speakers.

- **Work very hard with speakers in advance.** People always want to drift off focus, and it is imperative to keep reminding them what you want so you are not disappointed on stage.
- **Over-research before an on-stage interview.** Ask everyone you know what they would ask the speaker; you get great questions that way.
- **Be merciless in sticking to the allotted time.** Once you get off track the rest of the day slips away.
- **Be gracious but tough.** Expect speakers to answer difficult questions posed with diplomacy.

noteworthy people

Promotions

Andrea D'Amato, Network World Events group's national director of sales has been promoted to senior national director of sales. "Under her sales leadership we have grown sponsorship revenue year over year in each of our product lines — Technology Tours, VORTEX, DEMO, Webcasts and Custom Business," said **Neal Silverman**, executive VP of Network World Events and Executive Forums. "Andrea is a true sales and management professional with a strong following in the vendor community." *adamato@nww.com*


ERIC CORMIER
Garity

Network World Events' Director of Business Development **Mike Garity** is now senior director of business development. "In addition to his role as director of business development, Mike's past marketing experience perfectly positions him to lead the Events team in our marketing and business development efforts," said Neal Silverman, executive VP of Network World Events and Executive Forums. "Mike has had an immediate impact in both areas, increasing attendance and show rates as well as developing new event models for 2006." *mgarity@nww.com*

ERIC CORMIER
Moy

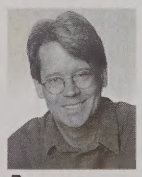
Grace Moy, Network World Events group's exhibiting sponsorship sales manager, has been promoted to regional account manager. "When Grace joined Network World she immediately grew this area of our business," said Neal Silverman, executive VP of Network World Events and Executive Forums. "In her new role she will call on major accounts in her territory and sell the complete portfolio of NWW events." *gmoy@nww.com*

New employees

Prior to joining PC World as a senior account executive, **Eric Kazanjian** was the sales director at OSTG.com, a network of IT Web sites and home of Slashdot.org and Sourceforge.net. He studied business and journalism at Boston's Northeastern University. In his free time he plays softball, golf and guitar and renovate houses, both for himself and for charity. *eric_kazanjian@pcworld.com*

PETER SHORT
Pageau

Previously a senior business analyst with TJX Companies, **Amy Pageau** joins IDC Framingham as a business analyst. She holds a B.A. in sociology from the University of New Hampshire and is currently pursuing an M.B.A. at Babson College in Wellesley, Mass. *apageau@idc.com*


Breen

Christopher Breen, freelance contributing editor of Macworld and editor-in-chief of Playlistmag.com. joins the staff on a full-time basis; he will now be senior editor for both publications. A freelancer for 23 years — "this is my first 'real job' since 1982" — he has written "Mac 911" and "Secrets of the iPod and iTunes" for Peachpit Press. He holds a B.A. in music from Humboldt State University in Arcata, Calif., teaching credentials in music, English and multiple subjects as well as an early childhood education credential. He plays music professionally in the San Francisco area, both as a solo pianist and with his seven-piece R&B band, System 9. *cbreen@macworld.com*

Holland

IDC's Health Industry Insights has hired **Marc Holland** as program director, health provider research. He was previously president of System Research System, a software development and consulting firm. He holds a B.S. from Rensselaer Polytechnic Institute in Troy, N.Y., and an M.S. from New York University with an emphasis in operations research and industrial engineering. Marc was a contributing author to the "HIPAA Security Compliance Guide." *mholland@healthindustry-insights.com*

Previously a marketing manager with Bare Bones Software, **Meredith Roberts** joins IDG World Expo in Framingham as conference services coordinator. She holds a B.A. in marketing from the University of Massachusetts/Amherst and enjoys theatre. *meredith_roberts@idg.com*

Fauble

Chris Fauble is the new administrative assistant with IDG Corporate Services Group where he will be working largely with the Finance and Tax departments. He was previously an accounts payable clerk at Gordon-Conwell Theological Seminary. He holds a B.A. in biblical literature and languages from Taylor University in Upland, Ind., and is currently working toward an accounting degree. He enjoys chess, reading and card and board games and this summer became a first-time father. *chris_fauble@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Museum passes available

As a corporate member of the Boston Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Museum of Science passes are good through December 2006; Children's Museum passes expire Sept. 30, 2006.

IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and provide their name and business unit address. You may request up to four passes per venue.

Instant gratification

Why wait? IDG employees can receive IDG World Update in a low-res PDF file via e-mail on the Monday morning of publication. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Isabel Campo *IDG Spain*

19
Jose Luis Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

17
Donna Fraser *IT World Canada*

14
Johan Egging *IDG Netherlands*
Penny McConnell *IDC Canada*

13
Al Race *Connell Communications*
Dawn Kezer *InfoWorld*

12
Grace Wong *IDC Singapore*

11
Chris Lindquist *CXO Media*

10
Fay Harward *IDG U.K.*

8
Christopher Sipe *IDG Entertainment*
Asa Granqvist-Karlsson *IDG Sweden*
Jacqueline Dendievel *IDG*

7
Leslie Piper *CXO Media*
Franck Nassah *IDC France*

6
Emily Henderson *CXO Media*
Sally Zahner *PC World*
Maggie Tan *IDC Malaysia*
Martyn Williams *IDG News Service*
Eleanor Davis *IDG Global Solutions U.K.*
Annelise Fortier *IDG*

5
Mark Zhou *IDG China*
Maydy Wei *IDG China*
Lisa Li *IDG China*
David Shiang *IDC*
Julie Cornell *IDC*
Marjorick Foisy *IDC*
Claire Heitz *IDG France*
Shane Hannam *IDG Global Solutions U.K.*
Cynthia Proctor *Connell Communications*

4
Susannah Patton *CXO Media*

2
Amy Gershman *IDG Entertainment*
Stacey Witchel *IDG Entertainment*
Kristy Erickson *Connell Communications*
Keri Callahan *Connell Communications*
Anne Yao *IDG China*
Addison Snell *IDC*
Judith Hanover *Life Science Insights*
Mindy Hogan *IDC*
Zoya Zvagin *IDC*
Matthew Egan *IDG U.K.*
Annmarie Allen *IDC*

1
Judy Kittredge *CXO Media*
Judith Cantlin Ho *IDC*
Charles Harris *IDC*
Paul de Betue *IDG Netherlands*
Eduardo Caceres *IDC Canada*
Sabrina Rabah *IDC France*
Moa Hansson *IDG Sweden*
Renata Bevilacqua *IDC Brazil*
Alexandra Reis *IDC Brazil*
Elisabete Nogueira *IDG Brazil*

Address change: IDC New Zealand

IDC New Zealand
Level 7, 203 Queen Street
Auckland
New Zealand
Tel: +64-9-377-0370
Fax: +64-9-309-2774

Same postal address:
P.O. Box 5538
Wellesley Street
Auckland
New Zealand

Coming up

LinuxWorld Conference & Expo
Nov. 15-17
Frankfurt, Germany
akaeppel@ksmesse.de
www.linuxworldexpo.de

IT Meets Business
Nov. 16-17
Munich, Germany
pmuehleck@computerwoche.de
www.idg-veranstaltungen.de

ERP Forum
Nov. 17
Sofia, Bulgaria
nely_yolovska@idg.bg
www.idg.bg

European IT Banking Forum
Nov. 17-18
Milan, Italy
www.idc.com/italy

ROCS
(Romanian Computer Show)
Nov. 22-25
Bucharest, Romania

Comnet Summit
Nov. 28-30
Washington, D.C.
www.comnetsummit.com

IDG U.S. Presidents Meeting
Nov. 30
Boston
Contact: Carole Dean
carole_dean@idg.com

ComNet Vietnam
Hanoi, Vietnam
www.idgvietnam.com

2005 World Communication Expo
Dec. 5-7
Vientiane, Laos
www.idgvietnam.com

Macworld Conference & Expo
Jan. 9-13
San Francisco
www.macworldexpo.com

Storage Networking World
Jan. 24-25
Tokyo
www.idg.co.jp/expo/

One on one

continued from page 3

results of our studies and to coordinate our corporate marketing efforts in one integrated group. The new head will report to **John O'Malley**, president of IDG Global Solutions, just as Kathy reported to John.

Q **When you were named president of IDG Communications, one of the goals of this new role was to improve the ease of doing business across all of IDG's product lines and media offerings. Do you see that perception changing among our key customers?**

A It's a journey, and we have "miles to go before we sleep." I am very encouraged by the renewed sense of customer service among our field sales representatives, but it's ever more important that each and every sales person takes responsibility for making it easier for customers to get solutions across our various business units. Our decentralized structure can sometimes be challenging for clients to navigate, so it's important that we put client objectives first even if it means turning to another business unit. The end result will be that our perception of being easier to do business with will go up and so will our revenues as we add additional IDG properties to media buys. This goal of becoming easier to do business with is a job for all of us and has to happen each and every day with each and every client interaction. WU

celebrating 10!

Name
Elana Varon

Home
Natick, Mass.

Joined IDG
February 1993 as a reporter for Federal Computer Week.

Career path
I was with Federal Computer Week from 1993 until 1999, when I joined CIO as a senior writer.

Current title
Senior Editor on CIO Magazine. I edit our Trendlines section, as well as features and one of our regular columns. I also manage some of our editorial projects (currently, two of our upcoming awards issues).

I joined IDG because
I was desperate for a job that would allow me to eat and pay off student loans at the same time. I had grown up with IT (my father, now retired, was an engineer, and he tried to teach me how to code), so figured writing about it would be fun.

What's kept you at IDG for 10 years?
There's never a dull moment. And the coffee isn't that bad.

Best way someone could compliment you on your work
Tell me they learned something.

Best piece of advice you've ever received?
If you want to get along with people, you have to deal with them in a way that they'll accept.

Interests outside the office
Hiking, swimming, traveling, reading, cooking, knitting.

What's the most rewarding thing you've ever done?
Raising my children. Yeah, everyone with kids says that. But it's true.

What's your favorite thing on your desk?
An art deco lamp with a shade made of paper, with leaves and grasses pressed inside it. A no-maintenance reminder of the outdoors.

What skill do you wish you had?
I would like to be able to play the piano.

Five people — living or dead — you'd invite to a dinner party?
Queen Elizabeth I, Albert Einstein, Thomas Jefferson, Abigail Adams, Francisco de Goya.

First job?
Counter sales at the local bakery. I ate my share of the profits. A slice of Irish soda bread fresh from the oven and slathered with butter almost made up for having to get to work by 7 a.m. But to this day, I can't look at a danish.

*CXO Media's **Elana Varon** joined IDG Chairman **Pat McGovern** for a dinner in honor of her 10 years of service to the company.*

What book is on your nightstand?
"Rising Tide: The Great Mississippi Flood of 1927 and How it Changed America," by John M. Barry.

If I could do one thing over
Just one? I suppose I would pay more attention in math class.

Manager's profile
"Elana never gets flustered and has a great knack for focusing on solutions rather than becoming fixated on problems. This is an essential skill for any editor and any leader. If she wasn't so important to CIO, I'd enthusiastically support her for high political office."

— David Rosenbaum, managing editor, CIO

Question of the Week from Oct. 31

Which of these issues causes the most conflict in your workplace?

Strong personalities taking over team meetings — **38%**

Lack of trust between team members — **38%**

Lack of trust in my supervisor — **12%**

Disagreement between team members about projects and goals — **12%**

Log on to www.idgcentral.com to answer this week's question: Ethernet inventor Bob Metcalfe served as publisher and CEO of which IDG title in the early 1990s?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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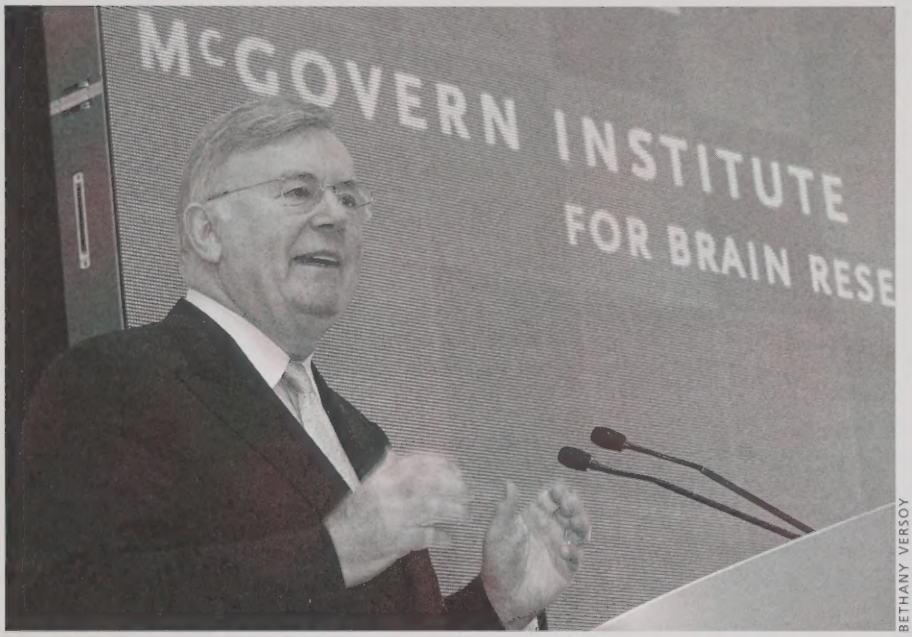
McGovern Institute marks official opening of new facility

Brain and cognitive science complex is the largest neuroscience center in the world



BETHANY VERSOY

*IDG Chairman **Pat McGovern** told attendees his dream is that "when the history book of the 21st century is written, it will say that the quality of life of all people was improved because neuroscience developed a deep understanding of the functioning of the human brain ... and that the McGovern Institute will be said to have played a significant role in that achievement."*

Five years after it was established with a $350 million gift from IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern and just 30 months since ground was broken for construction, the McGovern Institute for Brain Research officially moved into its new home earlier this month on the campus of MIT in Cambridge, Mass. To mark the occasion, an all-day opening celebration was held that featured an array of high-profile speakers, tours of the state-of-the-art facility, a chance to meet and speak with the faculty and a formal dinner at the Institute.

Institute Director Dr. Robert Desimone opened the program, noting that the building was the realization of a dream for which the McGoverns had worked so hard. "I think all of us grow up hoping that someday we'll be able to make a difference, someday we'll be able to do something that helps mankind," Desimone said. "Pat and Lore have achieved this goal in so many ways through their philanthropy, through their many humanitarian projects around the world, through their businesses, and now through the creation of the McGovern Institute."

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"Quality Counts" in IDG cross-company image campaign

IDG is taking the wraps off its first cross-company image campaign since the 1990s, targeting more than 600 of the company's top clients in the U.S. with a direct-mail program touting the IDG "Quality Counts" story.

"IDG has long been a leader in quality editorial and readership with the individual brands taking the lead in promoting their own editorial awards and circulation quality," said IDG Communications President **Bob Carrigan**. "With the increasing importance of the Web and integrated marketing programs, we saw an opportunity to communicate a greater awareness that IDG brands together represent the strongest combination of editorial and circulation across media today."

The first package in the Quality Counts campaign features coffee products from Peets Coffee and an IDG coffee mug. Selected customers will be receiving the package this week.

The direct-mail campaign will focus on IDG's delivery of quality in three areas: integrated marketing programs, circulation and readership, and editorial and design. During the months of November and December, the 600-plus clients, prospects and agency professionals — all of whom were identified by colleagues at 10 IDG titles (Bio-IT World, CIO, CSO, CMO, GamePro, InfoWorld, Network World, PC World, Macworld

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Hurricane Wilma no match for powerful draw of SNW

CW, SNIA extend five-year, $40 million Storage Networking World contract

Although Hurricane Wilma posed a potentially severe disruption to Computerworld's Storage Networking World (SNW) in Orlando, Fla., last month, the industry's largest educational forum on storage networking technologies proceeded as planned, with 2,200 attendees attending more than 125 conference sessions in four days.

ASA MATHAT

SNW's co-owners, Computerworld and the Storage Networking Industry Association (SNIA) celebrate the team's new contract. (Front, l-r): CW President, Publisher & CEO ***Matt Sweeney****, CW EVP* ***Ron Milton****, SNIA Chairman Wayne Adams and SNIA Secretary Phil Mills.*

"Despite the hurricane, we forged ahead with confidence and gave our registrants, presenters, sponsors and the press continuous updates on the local weather and our plans to proceed with the conference," said Computerworld Executive VP **Ron Milton**. (See sidebar, this page.) "Registration [2,700] remained comparable with 2004 levels, and the end result was [130] sponsors pleased with a busy expo." Milton said that room capacity at the conference's hotels was 94% even with the initially inclement weather; the usual SNW hotel capacity is 95%.

Given this year's busy hurricane season in the southern U.S., attendees listened with particular interest to opening speaker Dan Agronow, chief technology officer at The Weather Channel Interactive, who described how his team was able to transform the infrastructure of their weather.com site to handle the spike in Web traffic during severe weather predictions.

The event concluded with its Best Practices in Storage awards ceremony. Recipients were selected from approximately 100 entries in five categories, with two honorees per category and honorable mentions for each. For a list of winners, go to www.snwusa.com/best_practice_results.html.

SNW's co-owners, Computerworld and the Storage Networking Industry Association have worked together on the event since 1999. While in Orlando, the two parties celebrated the signing of a new five-year, $40 million contract that Milton said is even more favorable to Computerworld than the earlier arrangement.

"SNW has provided six years of double-digit revenue and profit growth and contributed solidly to Computerworld's return to profitability," Milton said. "Computerworld's event business — which began with SNW — is anchored by the size and might of SNW's impact on the industry at large. We now have a comprehensive portfolio of events that grows in market leadership each year."

SNW Spring will be held April 3-6, 2006 in San Diego, Calif. Go to www.snwusa.com or write to ron_milton@computerworld.com. WU

Anatomy of a hurricane plan

Thursday, Oct. 20: Advance conference production team arrives onsite.

Friday: Full Computerworld conference team onsite. Weather reports speculate more strongly that Hurrican Wilma will hit Florida on Monday. Registrants and sponsors begin to inquire if SNW will take place. Local and hotel officials indicate that the likelihood would be that Orlando would experience high wind and rain, but that the weather would not seriously affect Orlando. A message on the SNW Web site indicates that SNW is a "go" and that registrants will be informed if anything changes.

Saturday: The storm is clearly headed over Florida. Orlando is in its path. Computerworld relies on the hotel's very calm emergency team to plan for possible contingencies. The "go" message on the Web site is updated with no major change in plan; registrants are e-mailed the same information.

Sunday: Registration opens with very light numbers. The "go" message is again updated and registrants are e-mailed.

Monday: Attendees wake to high winds and heavy rain. Conference opens at 9:30 a.m. There is strong turnout from those who arrived on Sunday, but the airport experiences a period of delayed and cancelled flights. Only one speaker (among 42 sessions) cancels; his session is backfilled by a qualified volunteer. By 1 p.m. the sun is out and by day's end all sessions are a success with some standing-room only. An e-mail to all registrants says the sun is shining for 1,000 attendees.

Tuesday and **Wednesday** E-mails remind all registrants that sessions are under way and, "if they had any doubt," plan to attend because SNW is "business as usual."
-- by Computerworld VP Event Marketing & Conference Programs ***Derek Hulitzky***

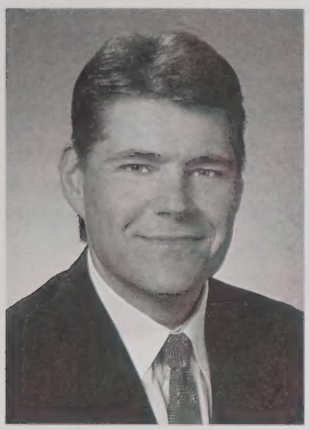
LinuxWorld Korea set for June 2006

IDG World Expo CEO ***David Korse*** *exchanges memorandum of understanding with KIPA CEO Hyun Jin Ko.*

IDG World Expo announced LinuxWorld Korea in September by signing a memorandum of understanding with the Korean IT Industry Promotion Agency (KIPA). KIPA, a government office, pledged to support and promote the event, a critical step that lends additional prestige to the event, noted IDG World Expo CEO **David Korse**. Korse also participated in a signing ceremony confirming Haansoft, Korea's largest software company, as the premier sponsor of LinuxWorld, which will debut in June 2006 in Seoul. The conference and expo will be produced under license agreement with a Korean event company, TSKG, Inc.

one on one the interview

Michael Carroll
PC World's VP, publisher, PC World.com and Custom Publishing, is this week's guest columnist. Reach him at michael_carroll@pcworld.com.



"If budgets are getting pulled, you can convince the advertiser to keep yours and pull from others. If it's a change in target audience, you can adjust the campaign to accommodate a new one; if you can't, steer them toward a sister publication that can."

Michael Carroll, who joined IDG in 1988 as a single-copy sales manager in Peterborough, N.H., writes: "As online usage continues to soar, more and more advertisers are turning to this medium as a primary place to spend their ad dollars. The ability to track return on investment (ROI) efficiently using cost per click, cost per lead, cost per sale, etc., has gotten the attention of anyone looking to sell products and grow their business. Although IDG is perfectly positioned in the technology category to capture these dollars, online advertising comes with a new set of challenges that publishers have to deal with."

Q How would you generally compare print and online advertising?

A Online and print advertising are similar in many ways, but the challenges lie in their differences. Uncertain traffic each month, sold-out ad units, easy cancellation policies and nebulous contracts are all part of the difficulties of selling online advertising. Add to those a constantly changing environment with new ad units — and variable success metrics — and you have an extremely fluid medium. Knowing how to deal with these situations with individual advertiser will help the salesperson, as well as IDG, get — and keep — the lion's share of online ad dollars.

Q How do you deliver readers to the advertisers?

A Online users, like readers in print, are king. Without them we do not have a business. Of course, editorial content and relevance are the main reason users come to a site, but getting them there in the first place, and keeping them coming back, is easier said than done.

Page views and unique visitors are calculated based on how many a site had the previous month, and it is never certain what traffic will be on a month-to-month basis. Since you sell impressions (ads delivered to users) based on the "inventory" you had last month, you can see why this is a potential problem.

If you under-deliver impressions, you either give back dollars on the under-delivery or you try and roll it into the next month. Many advertisers base their results on specific timeframes, so rolling over dollars to the next month doesn't always work for them. This is why delivering the impressions sold each month is so important.

Q How do you keep a handle on delivering sold impressions?

A The keys to solving this problem lie in Advertising Operations and Audience Development. Ad Ops (and your sales rep) are the first to notice what is being delivered and what you are short on. By looking at overall traffic and individual campaigns, they can quickly identify if there is a problem. By working with the sales rep, you can adjust the campaign by moving ads to another part of the site with traffic or go outside to drive additional traffic to a certain area.

If you go outside, this is where Audience Development is your hero. New users can be brought in to these areas within the site through newsletters, search-engine marketing, e-mail blasts, etc. Although there are no guarantees that these will bring in what you need, with the right people directing the process it sure stands a good chance. PC World is very fortunate to have some of the best people in these positions, which keep those dreaded under-deliveries to a minimum.

Q Why is inventory important?

A Having a fixed amount of ad inventory is also a hurdle. In print you can just print more pages; online it's not that easy. Assuming you're already getting high yields on these ad units and don't want to turn down the revenue (never a good thing), what do you do?

Again, you can go outside to get more traffic, but that can get expensive and doesn't always work. However, having a flexible site that can accommodate many different ad units on any given page is big help. PCW is in the midst of a redesign that will allow us to change ad units on certain pages based on what is needed. If we sell a lot of one type of ad unit we can quickly change the format of each page to accommodate the ad unit needed. This allows you to control inventory and accept campaigns that you may not have been able to in the past.

Q How are cancellations different in the online world, and what can you do to avoid last-minute changes?

A Cancellations are a big headache. In print, once it's been printed there's no turning back for an advertiser. In online, the ad can go up one day and be canceled the next, even if you have a contract in place. The reasons for cancellations are plentiful — poor performance, a pulled ad budget, change in direction or simply a change of mind. Regardless of the reason, if it happens you are left without rev-

continued on page 7

McGovern Institute

continued from page 1

The 140,000-square-foot McGovern Institute is the largest part of MIT's new brain and cognitive science complex, the largest neuroscience center in the world. More than 500 invited guests including family and friends of the McGoverns, MIT faculty and administrators, and IDG employees and customers assembled in the building's 90-foot-high atrium to listen to remarks from U.S. Senator John Kerry, television host and author Jane Pauley, Nobel Laureate Dr. Eric Kandel and Dr. Robert Metcalfe, inventor of the Ethernet and an IDG board member. Several thousand more tuned in via a live webcast.

BETHANY VERSOY

*Attending the recent ceremony marking the opening of the building for the McGovern Institute for Brain Research were (l-r): Dr. Robert Desimone, director of the Institute; TV personality Jane Pauley; Teresa Heinz, wife of Senator John Kerry; Kerry; **Pat McGovern**; Lore Harp McGovern; and MIT President Susan Hockfield.*

Rising to the podium, McGovern was greeted by an enthusiastic standing ovation. He recounted the long road that had brought him to this spot beginning with his reading of a book called "Giant Brains or Machines that Think," which inspired him to build a tic-tac-toe-playing computer while still in high school. This achievement attracted the attention of MIT, and he was awarded a full scholarship. After graduation, McGovern founded IDG to encourage and spread the power of information technology throughout the world.

McGovern said that the selection of MIT as home to the McGovern Institute came after a long and thorough analysis of seven sites and that MIT was selected "solely on its merits." Chief among those merits, he noted, was MIT's long tradition of collaboration. Other campuses they visited said that one academic department would have to control the Institute, he explained. At MIT, they said, "We're problem-centric, we'd be delighted to have you have researchers from the nuclear engineering, from the electrical engineering and computer science, from the biology, and from the brain and cognitive science departments. We thought that was exactly what we were looking for."

Noting that he and Lore couldn't be more pleased with the significance of the work currently being undertaken at the Institute, McGovern said their vision includes expanding that work to other parts of the world. "We view this initial McGovern Institute as a role model, and we plan to eventually establish a McGovern Institute in Asia and one in Europe. These would collaborate together so that we can accelerate the progress toward improving human communications and curing mental illness and brain disease."

Metcalfe, who serves as chair of the McGovern Institute's Leadership Board, drew a laugh when he explained his reason for wanting to be associated with the Institute. "We have two teenagers, and there's something going on in their brains that I desperately need to understand," he said. Metcalfe went on to offer a humor-laced comparison of the brain to the Internet. "They are both layered," he noted as one example. "Ethernet provides the plumbing for the Internet, which provides the plumbing for the World Wide Web which provides the plumbing for Google," he quipped.

Ending his talk on a serious note, Metcalfe, who had earlier noted that he spent part of the 1990s working with Vice President Al Gore to invent the Internet bubble, invited listeners to "join me and others in inflating the 'brain bubble,' to invest in infrastructure and move forward solving the challenges presented by brain research."

Television personality Jane Pauley put a human face on the suffering caused by brain disease by discussing her bipolar diagnosis, which came four years ago following steroid treatment for hives.

Calling the event a "celebration of generosity, vision, and possibilities for the future," Senator Kerry noted that the McGoverns' philanthropy could not have come at a more important moment in our nation's history. "Science is under attack in this country," he said, calling this the "short-sighted period of American experience in which support for science is withheld, and facts are ignored, skewed and distorted." He noted, "the McGoverns' action gives the nation an example of what [it] should be doing for itself."

MIT President and neuroscientist Susan Hockfield called it "a great day for all those around the world who will benefit from the work that is certain to be done here."

Describing the building as "an urban oasis of light and space that simply makes the spirit soar," she told the audience, "I deeply believe that Pat and Lore have chosen the right institution, in the right place, and at the right time." WU

Simple mission statement belies enormous challenge

The mission of the McGovern Institute for Brain Research is to meet one of the great challenges of modern science — the development of a deep understanding of thought and emotion in terms of their realization in the brain.

To learn more, visit www.mit.edu/mcgovern/.

More online

To see more photos and the Web cast of the event, see this article on IDG Central.

IDG

November 14, 2005

Research Analyst, Corporate Banking (FI)

Financial Insights, an IDC company, is a leading financial services research company. At Financial Insights we research technology issues within a business context. We are currently seeking a Research Analyst for the Corporate Banking segment of the Banking Practice. This position is responsible for qualitative and quantitative research and advisory in the corporate banking arena, which may include: treasury and cash management; small business banking; trade services; foreign exchange; B2B financial processes; and core corporate banking technology. The successful candidate will become a crucial part of the research team responsible for delivering a portfolio of products and services that provide strategic information and decision-making capabilities for our clients. The Research Analyst will develop, conduct and manage business and technology market research; provide trending and forecasting analysis; and will take part in strategic consulting assignments focused on financial services companies and their technology requirements. Job responsibilities will include: Conducting primary and secondary research with regards to technology trends within the financial services industry; Coordinating survey efforts and data collection efforts within Financial Insights and with IDC and the regional research practices; Developing qualitative and quantitative research reports on technology and business issues within the industry; Collaborating with sales, research, consulting, and clients to best understand the scope of client needs; Participating in development and execution of a research agenda in support of our clients' business; Managing and expanding relationships with a portfolio of clients; Participating in consulting projects as needed. We are seeking professionals with backgrounds in banking and an ability to conduct quantitative research. The individual should have at 3-5 years of professional experience in financial services and have experience in client relationship development, project management and execution. Strong written and oral communication skills are essential. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. This position is based in IDC's Framingham, MA office with some travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Global Banking Practice (FI)

Financial Insights, an IDC company, is a leading financial services research company. At Financial Insights we research technology issues within a business context. We are currently seeking a Research Analyst to help us in our global banking practice. The successful candidate will become a crucial part of the research team responsible for delivering a portfolio of products and services that provide strategic information and decision-making capabilities for our clients. The Research Analyst will coordinate the research process supporting the annual FinTech vendor rankings, gather and analyze data on bank spending patterns to support forecasting efforts, assist as needed with consulting projects managed by the banking team, and develop a database of vendor and financial institution profiles that will be used to support the research efforts of the global analyst community. Job responsibilities will include: Working with vendors and analysts to develop an improved outreach and data collection process for FinTech rankings and manage the process on an annual basis; Working with the Consulting Director as needed in support of various custom research efforts; Working with the research analysts to organize existing data and develop a more efficient process to access existing data within the company; Analyzing data and writing profiles of top global vendors and financial institutions; Working with internal and external resources to maintain and develop spending forecast models to support ongoing research, consulting projects, and the IT spending guides; Assisting with ongoing research efforts as needed to support the global banking practice. We are seeking professionals with an ability to conduct quantitative and qualitative research and with strong excel skills. The individual should have 3-5 years of professional experience, knowledge of the financial services industry required, as is experience in market research and project management and execution. An ability to work independently is essential, as is strong written and oral communication skills. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. This position is based in IDC's Framingham, MA office with some travel.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

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Research Analyst, Payments Practice (FI)

Financial Insights, an IDC company, is a leading financial services research company. At Financial Insights we research technology issues within a business context. We are currently seeking a Research Analyst to help conduct both quantitative and qualitative research on payments systems and technologies. The successful candidate will become a crucial part of the research team responsible for delivering a portfolio of products and services that provide strategic information and decision-making capabilities for our clients. The Research Analyst will develop, conduct and manage business and technology market research; provide trending and forecasting analysis; and will take part in strategic consulting assignments focused on financial services companies and their technology requirements. Job responsibilities will include: Conducting primary and secondary research with regards to payments technology trends within the financial services industry; Coordinating survey efforts and data collection efforts within Financial Insights and with IDC and the regional research practices; Developing qualitative and quantitative research reports on technology and business issues within the payments industry; Collaborating with sales, research, consulting, and clients to best understand the scope of client needs; Participating in development and execution of a research agenda in support of our clients' business; Managing and expanding relationships with a portfolio of clients; Participating in consulting projects as needed. We are seeking professionals with backgrounds in banking (payments preferred) and an ability to conduct quantitative research. The individual should have 3-5 years of professional experience in financial services and have experience in client relationship development, project management and execution. Strong written and oral communication skills are essential. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. This position is based in IDC's Framingham, MA office with some travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Client Service Representative, Industry Major Accounts (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Industry Major Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Industry Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing all customer service support to Industry sales staff by creating reports, inputting orders, assisting the sales team members and collaborating with analysts. A bachelor's degree or associates degree or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. Experience in HTML programming preferred. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry. This position is based in IDC's Framingham, MA office location. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Telecom Transformation Strategies and Web Hosting Services (IDC)

IDC's Telecommunications Markets Group is seeking a Research Director responsible for IDC's Telecom Transformation Strategies and Web Hosting Services research programs. Areas of coverage include carrier network transformation approaches, technology convergence and migration, partnerships with IT companies, overall branding and positioning, and industry consolidation scenarios. The analyst will also be responsible for tracking the Web Hosting Services market including the evolution, segmentation and sizing of the U.S. Web hosting services sector. Coverage will include service provider strategies, competitive positioning, and emerging trends/issues in content delivery services. Responsibilities include setting the research agenda for these programs, driving custom consulting projects, quantitative market model development and forecasting, writing competitive analysis reports on telecommunications/networking services markets and vendors; conducting surveys of end-users, service providers, and network equipment vendors; supporting IDC client inquiries and consulting requests; and developing and maintaining close relationships with customers and prospects through teleconferences & on-site briefings, as well as with investment banking and portfolio analysts and the media. This position requires five - ten years of experience analyzing companies and trends in the telecom, networking, and IT segments. The key skills required for this position are the ability to analyze industry trends and competitive strategy and to produce compelling, actionable research based on that analysis. Excellent writing and presentation skills are essential, along with the ability to interpret company financial data and manage quantitative databases. The ideal candidate will be self-motivated to assist the sales and market staff in business development and be able to work both independently and collaboratively. This position could be based in our Framingham or New York office and would require approximately 10% travel. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Manager, Sales Executive Practice (IDC)
IDC, the global leader in advisory research on technology and buyer trends, seeks a dynamic researcher and consultant with enterprise sales operations experience to help build IDC's sales executive practice. This practice provides information technology sales VPs with actionable advice and research to improve their company's opportunities for success. This new business area includes a combination of benchmarking tools, business case development, best practices research, and consultation. This is a key position within a fast growth practice area and reports directly to the Sales Executive Practice VP. Candidates should have at least 10 years of sales operations and/or finance experience working closely with sales and a work history that includes working for at least one large tech vendor (ideally $1 billion+). The successful candidate will bring a substantive understanding of the full range of sales activities as well as the key success factors, performance indicators, and best practices for these activities. These include, but are not limited to: Budgeting and FP&A for Sales; Demand/Opportunity Management and Lead Generation; CRM, SFA, and Sales Forecasting; Sales Performance Analysis and Reporting Sales Force Capacity Planning & Territory Coverage Planning; Information Based Company Processes and Workflow; Commission Administration; Other areas of interest: Sales Training Programs, Sales Process Optimization, Sales Methodology's, Customer Retention Processes & Customer Loyalty Programs. A strong understanding of quantitative research and the ability to manage the design of studies and research tools to support the practice area is a must. S/he will be a strong writer and speaker and bring entrepreneurial drive and can demonstrate an ability to contribute to a high-performance start-up with a strong bottom line focus. An advanced degree in a field related to business management, technology, and/or advisory research is desirable. Advanced EXCEL skills required. Candidate must have a strong overall understanding of the sales function and must be able to work both independently as well as with a team in a collaborative environment. This position is Framingham, Massachusetts-based. Travel is required. Experience in sales operations and management systems design, development, and implementation helpful. International experience is also helpful. TQM, PMI, and Six Sigma certification also a plus. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Customer Service Specialist (CWI)
Computerworld has an exciting opportunity for a Customer Service Specialist in our Strategic Programs & Events Group. In this position you will be responsible for onsite registration management for systems, contract staff, materials; onsite customer service management and frontline staff member for all attendee issues; onsite cashier and registrar for all financial transactions; coordination of sponsor/exhibitor contract guarantees with operations and sales; coordination of special events registration; administration of data-driven e-commerce registration system; coordination of registration system parameters with live website; administration of online registration and accounting reconciliation; processing fax and phone registrations; handling customer service calls into conference line; processing sponsor/exhibitor contract and block registrations; coordinating housing with Director of Operations. Candidates should have exceptional project management skills, strong customer service and communication skills (written and verbal). Attention to detail critical. Proficiency with Word, Excel, and Powerpoint required. Experience with graphics packages such as Quark XPress a plus. Travel is required.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Brand Vice President, Macworld (WEC)
IDG World Expo has an exciting opportunity for a seasoned event professional to lead all aspects of IDG World Expo's Macworld event brand. The Brand Vice President will be responsible for ensuring the quality and expansion of the Macworld brand in the market, driving efforts to increase revenue streams, developing brand extension ideas and concepts to expand the product base, and developing and deepening relationships with key vendors. Additional responsibilities will include the development of annual strategic business plans, competitive analysis, the supervision of content development and responsibility for maintaining all external and industry relationships. The successful candidate will be an active leader in the Mac community and posses a BA/BS, 10 plus years of trade event experience, proven management and business development skills, and the demonstrated ability to promote growth and development in a fast-paced business. This position may be located in our Framingham or San Francisco office, reports directly to the President of IDG World Expo and has revenue, profit and loss responsibility.
Location: Framingham, MA or San Francisco, CA
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Cross-linking improves search engine rankings

More IDG sites encouraged to participate to maximize opportunities for all

PCWorld.com does it. IDG Sweden (IDG.se) does it. And some other — but not enough — IDG sites do it. "It" is a Web page contained within an IDG site that includes a list of all of IDG's online properties worldwide with links to each site. It's a simple but potentially a highly effective way for IDG sites — especially smaller sites — to improve their search engine rankings and, as a result, appear higher in lists of returned search results.

Earlier this year many IDG sites created footers on their home pages with links to a small number, usually about 10 to 18, of relevant IDG sites as another way to raise search engine rankings (See IDG World Update, Feb. 28, 2005). "While that has been helpful, in today's ever-changing Internet environment the better way to improve rankings is to have a site's content cross-linked from other content sites, not just a footer," said IDG VP/ Business Development & Operations **Colin Crawford**. Search engines give more weight to keywords in title tags, URLs and body content than to keywords in page sections outside the typical content well, such as footers and navigation bars.

IDG Sweden Online Product Development Manager **Magnus Muller** has been a strong advocate of promoting the global "IDG Network" of more than 300 Web sites worldwide in the form of a comprehensive Web page that contains all the IDG site links. "To really get the benefits of what IDG Sweden, PC World and other sites with an IDG Network page have done, all of IDG's sites need to link to such a page. It would certainly help the smaller sites within our network get a better ranking." Cross-linking with sister sites enables a lower-ranked site to be "lifted" if it is linked to a higher-ranked site.

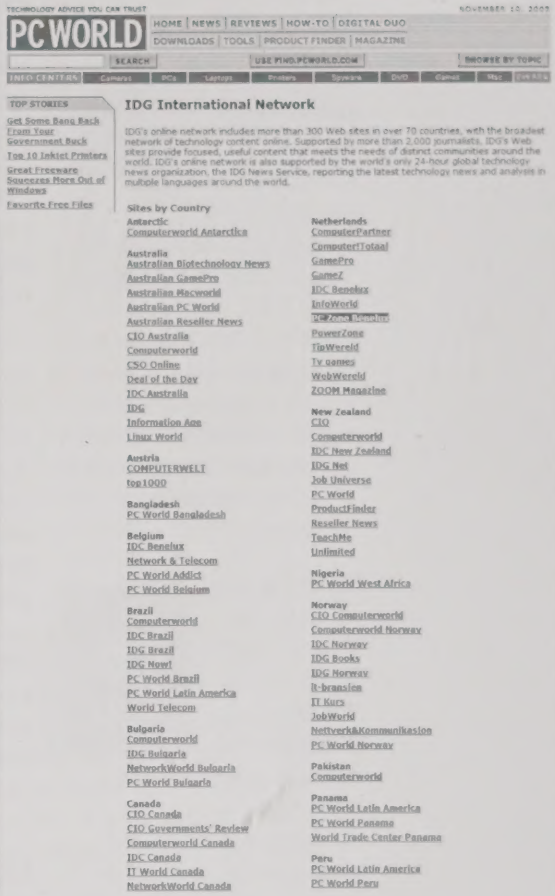
According to PC World Director/Downloads & eCommerce Development **Bruce McCurdy**, an IDG site can reap benefits from simply having an IDG Network page on its site, even if few of its readers click on the IDG URLs. "The benefit from inbound links is not just the traffic that those links would potentially generate," McCurdy said. "The larger benefit comes from increased exposure in search engine results and higher rankings on search engine results pages (SERPs). If a Web site can increase its ranking from the 41st result listed on a SERP to the 12th listing, that site will receive much more search engine-sourced traffic."

McCurdy also said that "search engines frown on cross-linking that is clearly in place just to leverage site rankings, but they approve of cross-linking that provides a useful service to the end user." While some kinds of cross-linking can be viewed by search engines as "linking spam" or part of a "link farm," legitimate cross-linking can be accomplished by following prudent measures.

"A single IDG Web sites page would not appear to be link-farming, especially if we design the page layout intelligently and group sites by language and/or region," he explained. "Each site listing should have a short description as well. Including logos would be helpful in case the page did attract a human auditor at some point. The presence of logos helps support the concept that the pages are designed to serve the user, since humans quickly absorb and interpret visual cues, rather than designed to 'game' the search engines."

View samples of the IDG Network page at www.pcworld.com/resource/idg_intl/0,00.asp or www.idg.se/idgnetwork/.

Write to bruce_mccurdy@pcworld.com or magnus.muller@idg.se.



PCWorld.com has included an IDG Network page promoting more than 300 sites since the beginning of this year.

What is Page Rank?

Google defines Page Rank, also known as SEO [Search Engine Optimization] Rank, this way:

Page Rank relies on the uniquely democratic nature of the Web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves 'important' weigh more heavily and help to make other pages 'important.'

— Source: www.google.com/technology

The higher a site's rank, which is based on the relevancy of the data on the pages, and the higher its link popularity, which is weighed by the search engines, the more likely a site will come up high in the results of a search-engine search.

How to view a site's ranking

Install the Google toolbar (http://toolbar.google.com.) and look for the "Page Rank" display, which will change as you visit each home page URL.

The highest possible ranking is a 10. Most of IDG's U.S. sites have a rank of 8; IDG Sweden's IDG.se has a rank of 7.

noteworthy people

New employees

PETER SHORT

Liegel

Financial Insights welcomes Senior Research Analyst **Andrew Liegel**, who recently worked as a financial analyst at State Street Global Markets. He has a B.A. from Boston College and an M.B.A. from Boston University. A fly fishing, racquetball and biking enthusiast, Andrew also is a competitive rower and coached a medal-winning scull in the 2005 Head of the Charles regatta. *aliegel@financial-insights.com*

WORLD UPDATE

Pearson

Laurie Pearson joins IDG International Publishing Services in Boston as a desktop support specialist, coming from Course Technology where she was a desktop analyst. She holds a B.S. in business administration with a concentration in MIS from Boston's Northeastern University. Outside the office she enjoys reading, playing with her dogs and shopping. *laurie_pearson@idg.com*

PETER SHORT

Shepard

Previously a senior project manager with Endeca Technologies, **Dianna Shepard** joins IDC Framingham's Go-to-Market Services group as an engagement manager. She holds a B.A. in English and sociology from Boston College and enjoys travel, photography and reading. *dshepard@idc.com*

Teresa Bozzelli has been hired as the managing director for IDC's new Government Insights company based in McLean, Va. She was recently vice president for IT at Booz Allen Hamilton, where she developed and led a federal government IT strategy business and an IT system integration/implementation business, each a $30 million endeavor. Teresa has a B.S. in computer science from the University of Arkansas. *tbozzelli@government-insights.com*

A global accounts manager for Veritas before she attended law school, **Kimberly Jean Fraser** has joined IDC's San Mateo, Calif., office as business development manager for the Asia/Pacific region. She'll be responsible for growing A/P opportunities with U.S.–based organizations and contacts that have business interests in the region. Kimberly has a B.A. in political science from the University of California/Berkeley and a certificate in philosophy, politics and economics from Oxford University in England. A triathlete, she also enjoys volleyball, rock climbing, traveling and philanthropy. *kfraser@idc.com*

Transfers

Sarathy

Research Analyst **Sahaja Sarathy**, who handled overall project management for IDC India's Peripherals Research Group at IDC India, has relocated to IDC's San Mateo, Calif., office as a research analyst/Hardcopy Peripherals. She has a bachelor's degree in engineering from Bangalore University in India and enjoys backpacking, swimming and exploring her California environs. While at IDC India, Sahaja earned the Gold Award for Best Analyst. *ssarathy@idc.com*

Coming up

ROCS
(Romanian Computer Show)
Nov. 22-25
Bucharest, Romania

Comnet Summit
Nov. 28-30
Washington, D.C.
www.comnetsummit.com

IDG U.S. Presidents Meeting
Nov. 30
Boston
Contact: Carole Dean
carole_dean@idg.com

2005 World Communication Expo
Dec. 5-7
Vientiane, Laos
www.idgvietnam.com

Syndicate Conference
Dec. 12-14
San Francisco
Contact: doug_gold@idg.com
www.syndicateconference.com

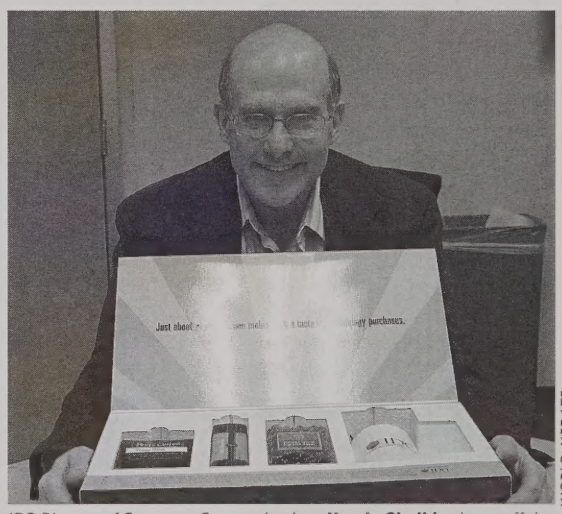
For more go to the Events section of www.idgcentral.com.

Quality Counts

continued from page 1

and Computerworld) as well as the IDG Corporate Accounts group, will receive three distinct direct-mail promotions.

To reinforce the notion of quality each package will include high-quality gifts from Peet's Coffee, Waterford Crystal and Cross Pens. Each package will have an accompanying Web site that will provide more information on IDG integrated programs, circulation and readership, and editorial and design. "We wanted to make the connection between quality, well-known brands and IDG's brands," Carrigan explained. "IDG provides high-quality information that readers and advertisers value and we wanted to extend that to items that recipients would recognize and use." To view the Web site associated with the first package, visit www.idg.com/blend.


WORLD UPDATE

*IDG Director of Corporate Communications **Howie Sholkin** shows off the first package in the new IDG Quality Counts campaign. Subsequent packages will feature Waterford crystal and a Cross pen.*

Plans for a cross-IDG marketing program for next year have not been finalized.

*For more information about the program, contact IDG Corporate Communications Director **Howie Sholkin** at howard_sholkin@idg.com.*

WU

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Fernando Rodriguez *IDG Spain*

16
Sandy Wong *PC World*
Fernando Cabello *IDG Spain*

14
Patrick Gorman *IDC*
Irene Ford *IDC U.K.*

13
Grazyna Skibniewska *IDG Poland*

11
Seana Dowling-Guyer *IDC*
Ron Milton *Computerworld*
Piper Sheer *Computerworld*
Silvia Cardinale *IDG Italy*

10
Steven Gray *PC World*
Carol Sliwa *Computerworld*
Gillian Thompson *Macworld U.K.*
Peter Gremlin *IDG Sweden*

9
Denny Arar *PC World*
Patrick Thibodeau *Computerworld*
Makoto Obuchi *IDG Japan*
Henrik Svidén *IDG Sweden*

8
Alain Ledoux *IDG France*
Meredith Levinson *CXO Media*
Jim Barrett *Computerworld*
Guy Dixon *PC Advisor*
Sandra Andersson *IDG Sweden*

7
Jean Gimont *IDG France*
Kimberly Muri *IDC*
Bonnie Presti *IDC*
Kevin Railsback *InfoWorld*
Tom Spring *PC World*
Michele Nelson *IDG Entertainment*
Dawn Corra *CXO Media*
Eleanor Schwab *CXO Media*
David Rosenbaum *CXO Media*

6
Thomas Richard *IDC*
Frank Netherwood *InfoWorld*
Linda Rosencrance *Computerworld*

5
Rogier Voet *IDG Netherlands*
Olivier Coredo *IDG France*
John Richard Gole *IDC*
Cynthia Proctor *Connell Communications*
Lucas Mearian *Computerworld*

4
Simona Nardulli *IDG Italy*
Gabor Marosvari *IDC Hungary*

3
Sander van de Graaf *IDG Netherlands*
Mike Sager *IDC Australia*
Brad Hill *IDC Australia*
Fung-Yee Tang *IDC U.K.*
Johan Eriksson *IDG Sweden*

2
Niki DalBello *IDC Canada*
Eugene Wee *IDC Singapore*
Kathleen Wilhide *IDC*
Jeanne Lee *IDC*
Keri Callahan *Connell Communications*
Chris Irwin *IT World Canada*
Rafaella Tiemi Rossi Gobara *IDG Brazil*

1
Ken-ichi Kusano *IDC Japan*
Akimasa Nakao *IDC Japan*
Yevgeny Kaplan *IDC*
Colin Longval *Computerworld*
Tom Pimental *Computerworld*
Johanna Purcell *Computerworld*
Veronika Weithofer *IDC U.K.*
Anna Kozlowska-Rorat *IDG Poland*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

enue and potentially unsold inventory.

Standard insertion orders call for a two-week cancellation period, stating that an ad can't be pulled for two weeks. This helps retain some of the revenue but doesn't solve the problem. If you have a contract with an account, you can try to build in other stipulations for cancellations (longer periods, shorter rates, etc.), but few advertisers are willing to negotiate on this. So how do you get around this one? Well, sometimes you don't, but there are some things that can help.

"By continuing to deliver award-winning content to users who buy technology products, we are positioning ourselves as the leaders in online technology publishing."

The first approach is staying close to the client/agency after the sale. Each sales rep has to follow up with each account to make sure everything is going smoothly. Being proactive with accounts can help keep the business and give you a heads-up if there's a problem. If there's poor performance, you can move units around or add some bonus impressions to get it back on track. But the sales rep must know what you are using to calculate success before making any adjustments. If budgets are getting pulled, you can convince the advertiser to keep yours and pull from others. If it's a change in target audience, you can adjust the campaign to accommodate a new one; if you can't, steer them toward a sister publication that can. But in the end, sometimes it just happens, and you must accept it as part of doing business online.

***Q* What's your take on the future of online advertising?**

A Online is gearing up to be a very big part of IDG's future. By continuing to deliver award-winning content to users who buy technology products, we are positioning ourselves as the leaders in online technology publishing, as we have done in print.

We must also continue to invest in our sites and grow the audience while, at the same time, creating new ways to get the advertiser's message out to the users. Video, half-page ads, rich media and interstitials are just a few things PCW.com is working on to keep the momentum going. By doing all this we will help to deliver the kind of ROI all advertisers are looking for and keep them coming back. WU

Let us hear from you

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy,*** *will be passed along anonymously. Write to world_update@idg.com.*

celebrating 10!

Name
Carolyn Johnson

Home
Harvard, Mass.

Joined IDG
October 1993 as a sales assistant for InfoWorld.

Career path
Sales Assistant, InfoWorld (1993-1995); Media Research Analyst, IDG Research Services Group (1995-1997); Senior Media Analyst, IDG Research Services Group (1997 -1999); Senior Marketing Research Analyst, CXO Media Inc. (1999 – 2000); Manager, Marketing Research, CXO Media (2000 to present).

Current responsibilities
My primary role is to provide the CXO sales team with marketing research that supports their sales efforts.

Most challenging part of your job
Trying to get everything done. When I first started with CXO we had only one brand — CIO. With the launch of CSO and CMO, the marketing research team now provides research support across multiple brands and products. And we have fewer people to do it!

Best part of your job
Working with a talented group of people on a wide variety of projects.

Best way someone could compliment you on your work
Tell me that the research I provided helped them to close a sale or bring in business.

Best piece of advice you've ever received?
Don't sweat the small stuff.

Family
My partner Fran and I have a daughter Erin, 2, and are expecting a new arrival in April.

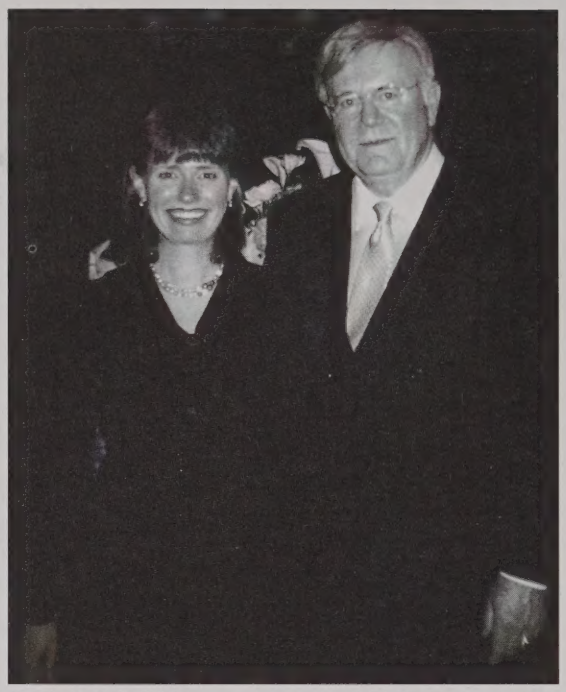
What's your favorite thing on your desk?
Family pictures.

Dream destination
Australia.

What others can't tell just by looking at me
I drive a Harley.

As a child, what did you want to be when you grew up?
Photojournalist, rock star or park ranger.

First job?
Copy person/cashier at photocopy shop, the first in a string of menial jobs throughout high school and college that inspired me to finish school and never get another job in the retail industry.



*IDG Chairman **Pat McGovern** recently escorted CXO Media's **Carolyn Johnson** to dinner in honor of her 10 years of service to the company.*

One possession you'd grab if your house were on fire?
Fran's Dad's internment flag.

Do you have any pets?
Ancient shepherd/lab named Zen.

Manager's profile
"Carolyn's a pleasure to work with and is as dedicated as they come. She supports the sales team, their clients, and internal customers with great efficiency and has lead major research projects for the CIO brand including the recent Technology Spending & Software Vendor Preference Survey. The combination of her willingness to help, syndicated research expertise, and project management skills have made her a valuable asset to our marketing team."

— Bridget Cammarata, director, Marketing Research, CXO Media Inc.

Question of the Week for Nov. 7

Ethernet inventor Bob Metcalfe served as publisher and CEO of which IDG title in the early 1990s?

17%

25%

58%

The correct answer is: InfoWorld.

Log on to www.idgcentral.com to answer this week's question: Will the avian flu result in a pandemic?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Joe Mola *Computerworld*
Maggie Murphy *IDG*
Mike Sponseller *IDG World Expo*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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WWW.IDGCENTRAL.COM

IDG CEO Pat Kenealy to return to venture capital business

CEO title will be retired; responsibilities divided among Management Team

In this issue

CMO's O'Regan featured in min's "21 Most Intriguing" issue *page 2*

September publication profit margin report *page 2*

One on one: IDC CEO Kirk Campbell *page 3*

Celebrating 10: Network World's Sharon Stearns *page 8*

IDG CEO **Pat Kenealy** last week announced that he will leave his current role next month to rejoin IDG's venture capital business as a general partner with IDG Ventures Pacific II. He will remain a member of IDG's Board of Directors.

Noting that it was a very difficult decision, Kenealy cited several reasons for the move. "I've completed most of what I set out to accomplish when [IDG Chairman] **Pat McGovern** asked me to take the position three years ago," he said. "IDG is once again profitable, the value of our ESOP is growing, venture capital is now positioned as one of IDG's core businesses and we are well on our way to shifting our focus from a print-centric publishing company to an online-centric one."

"Pat has accomplished the goals we laid out three years ago admirably," McGovern said. "For example, the percentage of IDG's revenue that derived from online activities was 7% at the end of FY02. By the end of FY05, that percentage had increased to 19%. The percentage of IDG's publishing revenue that was in events was 3% in FY02. Today, that percentage has grown to 11%.

***Pat Kenealy** said the goals he set out to accomplish as CEO are largely complete.*

At the same time, Kenealy noted, IDG Ventures Pacific is currently raising its next venture capital fund, a fund that "Pat and I and the IDG Board agree is central to IDG's VC strat-

continued on page 2

PC World teams urged to extend brand at GPSC meeting

Attendees focus on branding, building communities, best practices

With more than 60 editions of PC World available in 70 countries, employees affiliated with the PCW brand are always curious about what's working and what's not at their sister publications. To that end, 106 PC World representatives came to San Francisco earlier this month for the PC World Product Line meeting to network and exchange ideas.

"[PC World holds the No. 1 position in its market because of its] uniqueness, urgency and importance. It's an excellent product based on research on what its readers want, written by people who care."
— Jeff Edman, CEO, PC World

IDG WORLD UPDATE

*PC World U.S. President, CEO **Jeff Edman** gave an update on where PC World is headed as the No. 1 PC magazine in the U.S. market.*

Look for coverage of the Enterprise GSPC meeting in next week's issue of IDG World Update.

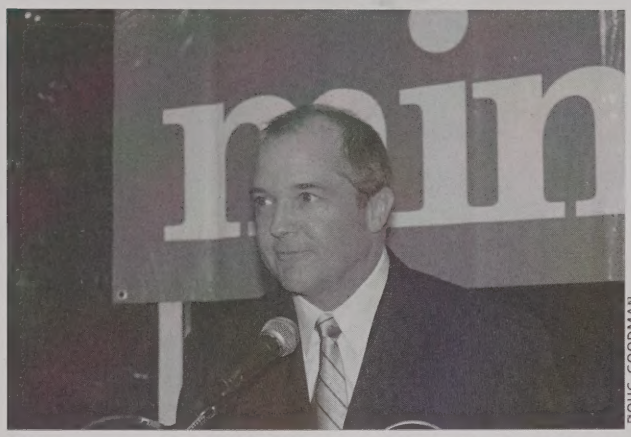
"PC World is one of IDG's largest and most important product lines," said IDG Chairman **Pat McGovern** in his opening address. "PC World readers are early adopters and provide us with a vision of where the market for sophisticated products is going."

In his remarks, IDG CEO **Pat Kenealy** focused on product branding. "PC World is not a magazine," he said, "it's a brand." He recommended that all PCW teams brainstorm, try and measure new ideas to extend the PCW brand, as well as study brand theory, measurement and management "at least a little" in order to "own" their PCW brand. "Studying branding even just a little gives you better re-

continued on page 4

in brief newsworthy

CMO's O'Regan featured in min's "21 Most Intriguing" issue



DOUG GOODMAN

*CMO Editor-in-chief **Rob O'Regan**, one of min Magazine's "21 Most Intriguing" honorees, addresses attendees at a reception in New York City.*

Min Magazine selected CMO Editor-in-chief **Rob O'Regan** to be one of the honorees in its third annual "21 Most Intriguing" issue. The October special issue of min – "media industry news" – cited CXO Media's one-year-old title as "one of the hottest and best-received magazines to come down the b2b pike in a long while."

Full publication profit margin report available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central.

CW/IW publications
1. Computerworld Brazil
2. Computerworld Danmark
3. Australian Computerworld
4. Computerworld Schweiz (Switzerland)
5. Czech Business World

PC World publications
1. PC World Norge (Norway)
2. PC World Bulgaria
3. PC World Hungary
4. PC Tipp (Switzerland)
5. Computer Totaal (Netherlands)

Macworld publications
1. Macworld U.K.
2. Macworld U.S.
3. Macworld Espana (Spain)
4. Macwelt (Germany)
5. MacWorld Sweden

Networking publications
1. Network World (Japan)
2. China Network World
3. NetWorld (Poland)
4. Nettverk & Kommunikation (Norway)
5. China Telecom World

Reseller publications
1. New Zealand Reseller News
2. Computer Partner (Netherlands)
3. Australian Reseller News
4. IT-Bransjen (Norway)
5. Distributique (France)

Games publications
1. Australian GamePro
2. GameStar (Poland)
3. GamePro (U.S.)
4. GamePro (Germany)
5. GameStar (Hungary)

CIO publications
1. CIO New Zealand
2. CIO Japan
3. CIO Sweden
4. CIO Australia
5. China CEO & CIO

Pat Kenealy

continued from page 1

egy." Kenealy, who served as managing general partner of IDG Ventures for seven years prior to assuming the role of CEO, said he hopes his VC track record in Silicon Valley will help the $200 million fund get raised. "In Silicon Valley, they say if venture capital funds are buses, they only come along every five years. It's not now or never for me, but it's now or much later."

There are no plans to appoint a replacement for Kenealy as CEO of IDG, McGovern noted. "The revision to the corporate governance of IDG that he led [each IDG business unit now has an Operating Review Board with a chairman who is a member of the IDG Management Team] has reinforced our commitment to the core values of IDG, namely, decentralized business units that can move quickly to adjust to new opportunities and challenges in their individual markets."

Kenealy, who has been with the company for 20 years, began his IDG career as the founder and publisher of Digital News in Boston. He was then named president and publisher, and subsequently CEO, at PC World Communications. Under his leadership, PC World quadrupled revenues and profits to become the world's largest circulation PC publication. In 1996, he left PC World to help launch IDG Ventures. WU

Coming up

ROCS
(Romanian Computer Show)
Nov. 22-25
JW Marriott Grand Hotel
Bucharest, Romania

Comnet Summit
Nov. 28-30
Rennaissance Washington, D.C., Hotel
Washington, D.C.
www.comnetsummit.com

IDG U.S. Presidents Meeting
Nov. 30
Boston
Contact: Carole Dean
carole_dean@idg.com

ComNet Vietnam
Melia Hanoi Hotel
Hanoi
www.idgvietnam.com

2005 World Communication Expo
Dec. 5-7
Vientiane, Laos
www.idgvietnam.com

Syndicate Conference
Dec. 12-14
San Francisco
Contact: doug_gold@idg.com
www.syndicateconference.com

Macworld Conference & Expo
Jan. 9-13
Moscone Center
San Francisco
www.macworldexpo.com

Storage Networking World
Jan. 24-25
Shinjuku NS Bldg.
Tokyo
www.idg.co.jp/expo/

Security Conference 2006
Jan. 25-26
Milan Marriott
Milan
www.idc.com/italy

IDG European Managers Meeting
Jan. 30 - Feb. 1
Marrakech, Morocco
Contact: Carole Dean
carole_dean@idg.com

one on one the interview

Kirk Campbell
The president & CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.

"This is the 15th consecutive year that IDC's vendor business bottom line has increased, which we think is a nice track record considering the ups and downs of the technology industry."

Q Can you give us an overview of how IDC performed during FY05?

A IDC's total fiscal year revenues reached $260 million. I am pleased to report that for FY 2005 IDC's Worldwide Vendor business, which excludes our new Insights investments, recorded 8% bookings growth and double-digit revenue growth compared with the prior year. As a result, IDC's core vendor business was able to achieve a 15% operating profit margin and a new IDC profit record at $36.5 million. This is the 15th consecutive year that IDC's vendor business bottom line has increased, which we think is a nice track record considering the ups and downs of the technology industry. During FY 2005 each of IDC's regions — North America, Asia/Pacific including Japan, EMEA and Latin America — earned healthy profits. These strong business results were possible only because of IDC's outstanding employees who are highly focused on our customers and work very hard to provide clients with the highest possible quality service and products.

Q How are the new Insights businesses doing?

A The big news for FY 2005 was that Financial Insights, our first industry-focused, end-user advisory business, achieved break-even, which is a major milestone and right in line with the original five-year plan. Congratulations to **Michon Schenck**, FI's chief operating officer, and the entire Financial Insights team for achieving this landmark and for making Financial Insights such a force in the financial services industry! Life Science Insights, our second oldest industry-focused business, continues to make progress in a challenging developing market. We also launched three new Insights this year focused on Manufacturing, Industry and Health Care. All three are off to excellent starts. **Dennis Philbin**, senior VP for Vertical Market Business Units & New Ventures, oversees our Insights businesses and provides first-rate guidance and direction to our Insights teams.

The big Insights news in 2006 will be the launch of Government Insights, which will initially focus on the U.S. federal government market. The new managing director for this business, **Teresa Bozzelli**, recently joined IDC. She joins IDC with first-rate executive experience in government, technology and consulting with prior experience at Booz Allen Hamilton, IBM and NASA. She will spend the next several months meeting with potential customers and developing a detailed business plan for review by IDG management. We are hoping to launch Government Insights in February, located in the Washington, D.C. area.

Q What is the situation with IDC's competitors?

A Gartner remains the largest technology research advisory company, but they continue to have problems making money. Gartner acquired Meta Group earlier this year so that acquisition has boosted their revenue growth for the first nine months of 2005 to 10% (since the Meta revenues from the prior year are not reported). Gartner reported an operating loss of $4.5 million year-to-date through September. Even if you take out the $13.6 million in Meta "integration" expenses this year, then Gartner only earned a 1% operating profit compared with 4% the year before, so Gartner's results are going in the wrong direction. IDC has a higher market share with many vendor clients than Gartner, which is trying to gain share by offering significantly lower prices, so they are a competitive issue for IDC.

Forrester Research is doing better this year than in the recent past. Their acquisition of Giga Group several years ago stopped their declining revenue problem. Forrester's revenues for the first nine months of 2005 are up by 11% and the company finally earned an operating profit of $10 million with a 9% profit margin. 2005 will be the first year that Forrester earns a reasonable amount of profits after three years of close to zero profits following the dot-com crash. Forrester is only about 55% of IDC's size in terms of revenues and, while the company is a significant competitor, it is less of an issue than Gartner in our typical negotiations with clients.

Q IDC appears to have an extremely active conference program in Europe. Do you plan to expand your conference offerings geographically?

A IDC does have its most active conference business in Europe, which is where we first launched this business in the early 1990s. Of course, don't forget that we are talking about EMEA, which actually consists of three regions, Europe, the Middle East and Africa. IDC plans to offer almost 200 conferences in 33 countries in EMEA in 2006. **Roberto Masiero**, president of IDC EMEA & Worldwide Conferences, has been working with IDC's conference managers in regions and countries outside EMEA in order to export our successful conference business model and spread best practices. IDC is planning to offer in 2006 over 70 conferences in Asia/Pacific followed by about 30 in North America and 20 events in Latin America. We are particularly excited to be launching next June in Boston the "IDC IT Forum & Expo" which will be our U.S. flagship event similar to the European IT Forum, which has been for many years the leading technology conference in EMEA. WU

What's on your mind?

Employees are encouraged to send suggestions for columnists and questions they would like to see addressed on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

PC World meeting

continued from page 1

sults when you talk to customers. Editorial decisions will be better because you understand the brand better. Ask your target audience for the top five or six most important qualities for PC World and adapt accordingly."

With competition dwindling in the U.S. PC magazine arena – there were 10 PC magazines carrying 41,000 ad pages in 1996; there are now three, offering 4,100 ad pages — PC World U.S. President & CEO **Jeff Edman** said his publication holds the No. 1 position in its market because of its "uniqueness, urgency and importance. It's an excellent product based on research on what its readers want, written by people who care."

IDG WORLD UPDATE

*IDG Chairman **Pat McGovern**, IDG Germany Managing Director **York von Heimburg** and IDG France Country Manager **Eric Ochs** during a break in this month's PC World GPSC meeting.*

The two-day meeting's first plenary session started with a Q&A on community building with Craig Newmark, founder and self-styled "customer service representative" of Craigslist, the 10-year-old non-profit message board/classified ad site launched in San Francisco and now serving nearly 200 cities in 35 countries. PC World U.S. VP/Editor-in-chief **Harry McCracken** asked Newmark how he built and kept the Craigslist community. "Almost everything on the site is what people have asked for," Newmark said. "People hunger for trustworthy environments as they migrate to new technologies. Find out what serves your community and find more ways to give users more control."

After presentations on Best Practices/Great Ideas (see sidebar), the meeting divided into two tracks, Editorial/Content and Business. Among the Editorial topics discussed were the following:

• Sharing Audience Development Secrets — PCWorld.com U.S. General Manager **Ulla McGee** talked about ways to drive more traffic to a site, including search-engine marketing and optimization, acquiring new visitors through partnerships, newsletters and RSS feeds and maximizing a user's site visit through faster page downloads and making site navigation and search results easier.

• PC World U.S. Director, Online Marketing **Alexa Wriggins** spoke on Web analytics and making sure, through site measurement and tracking, that the right targeted traffic gets to the right place on a site and that users come back to a site more often and spend more time there.

• "Think like a human, not a machine," encouraged **Bruce McCurdy**, PCWorld.com U.S. director, Downloads and E-commerce Development, in his segment on optimizing search-engine traffic by making a site friendlier to search engines, "our largest source of cheap traffic." According to McCurdy, 57.6% of PCWorld.com's traffic in 2005 came from search engines — a 45% increase from the previous year — 77% of that came from Google alone.

• Reinventing Reviews — PCWorld.com Editor **Bud McLeod** noted that reviews account for 18% of his site's traffic. When PC World's Reviews section was being redesigned, the staff asked readers what they wanted. He noted that print review readers are more research-oriented and want browsable charts on the latest products with fewer details, while online readers are more "action-oriented" and want charts on all products with deep associated data such as price comparisons.

continued on next page

Attendees share what's working in Best Practices session

The Best Practices/Great Ideas session at any Global Product Line meeting is always one of the most popular. Among this year's innovative ideas were the following:

PC World Hungary: Editor-in-chief **Akos Bognar** said that because of his appearances on PC Studio, a cover-mount DVD (also available as streaming video) in which PCW Hungary editors offer 30-minute software and hardware tutorials, a plumber he had hired to do some work at his home recognized him. "PC Studio lets our readers meet our editors and is important for building and extending our brand," he said. akos.bognar@pcworld.hu

PC-WELT: "Car-Special," the 16-page PC-WELT and Digital World supplement for the October International Automobile Ausstellung, the world's largest auto fair, brought new non-endemic clients to PC-WELT and "gave us more credibility as an ad medium for the car market," said **Christoph Burkhart**, PC-WELT associate publisher. PC-WELT is currently considering supplements on soccer and finance. cburkhart@pcwelt.de

PC for Alla (Sweden): Antivirus firm Panda Software offered their clients who renewed their antivirus software for two years a free subscription to PC for Alla. **Johan Hagegard**, PC for Alla product manager, said that 25% of all their new subscribers come from Panda. "We turned a small company – Panda has only 3% of the antivirus market share in Sweden – into a big client," he said. johan.hagegard@idg.se

PC World U.S.: **Lisa Huck**, director, Marketing Research, said PCW Research Solutions is a full-service research consultancy for vendors, agencies and businesses of virtually

IDG

November 21, 2005

Staff Accountant (CSG)

IDG Corp Services Group is seeking an experienced Staff Accountant. This position offers variety and interaction with people on a daily basis. If you are looking for professional challenge in a stable, secure and balanced environment, we want to talk to you. International Data Group, internationally acclaimed producer of IT publications, research and trade shows is seeking a mature, customer-oriented individual to join our Corporate Accounting team as a Staff Accountant. In this dynamic, consulting environment you will perform full month and year-end closings for several subsidiaries, handle operational accounting issues, and inter-company transactions while providing excellent customer service. The successful candidate will have keen attention to detail, self-motivation, ability to lead/mentor others, a BA/BS in accounting, 4+ years of experience, above average communication and diplomacy skills. Knowledge of Lotus and Excel a strong plus. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Systems Specialist (CSG)

IDG's Corporate IT group has an outstanding career opportunity for a Systems Specialist in our Framingham, Massachusetts office. We are seeking a self-motivated, detailed individual with strong communication skills. Responsibilities include software installations and upgrades; file backup/ disaster recovery; and technical assistance to name a few. Proven client service skills with 2-4 years experience in network management and troubleshooting skills in the following operating systems: Windows 2003 Server, Microsoft Active Directory, Windows 2000/XP. This person should possess effective problem solving skills with the ability to multitask and have the desire to work in a fast-paced challenging environment within a collaborative dynamic team. This position will assume the responsibility of carrying a beeper, Blackberry and cell phone to respond to emergency pages. Technologies include: Microsoft Office Suite, Symantec Antivirus, Citrix Access Suite, Tivoli Server Management, TCP/IP, Vmware and Linux scripting. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Copy Editor (CWI)

Computerworld has an immediate opening for a skilled copy editor to work on both its print publication and Web site. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; producing pages using Adobe InDesign software and preparing them for publication; and posting articles to Computerworld's Web site. A sharp eye for detail and the ability to work on multiple projects under daily deadlines is required. Experience with InDesign or QuarkXPress and familiarity with AP style are desired. Familiarity with the IT industry and online technologies is also a plus. A bachelor's degree and at least two years of copy editing experience are preferred. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Account Executive, Industry Major Accounts (IDC)

IDC's Industry Sales Group is seeking an Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the west coast. This position will report to the Sales Director, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new products to develop and sell. Requirements for the position include 3-6 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with software and telecom industry a plus. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position may be based out of IDC's Framingham, MA office and will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Analyst Account Manager (IDC)

The Global Access Group is seeking an Analyst Account Manager to become part of the Investment Research Services team (IRS) that supports clients with IDC research. This position affords an excellent opportunity to work with a portfolio of financial accounts to deepen client relationships, manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with clients at major financial firms, IDC Research Analysts on a global level, and the IDC sales team. Requirements include knowledge of the Information Technology Industry, 2+ years of experience in a customer support or sales role. Must also have the ability to work within a team environment, possess superior verbal and written communication skills, exceptional project management skills and be a self-starter. A college degree is required. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Telecommunications (IDC)

IDC is seeking a Research Analyst for the U.S. Telecommunications Group. This position entails tracking key developments in the U.S. telecommunications industry, including coverage of technology trends, service provider strategies and business models, and enterprise demand trends. The objective is to produce insightful market studies and provide compelling strategic advice to our clients. Responsibilities include quantitative market model development and forecasting; writing competitive analysis reports on telecommunications/networking services markets and vendors; conducting surveys of end-users, service providers, and network equipment vendors; supporting IDC client inquiries; and developing and maintaining close relationships with customers and prospects through teleconferences, on-site briefings, and custom research projects. This position requires two - four years of experience analyzing companies and trends in the telecom, networking, and IT segments. The key skills required for this position are the ability to analyze industry and vendor trends and events and the ability to produce compelling, actionable research based on that analysis. Excellent writing and presentation skills are essential, along with the ability to interpret company financial data and manage quantitative databases. The ideal candidate will be self-motivated and able to work both independently and collaboratively. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Web Developer (CXO)

CXO is looking for a Web Developer with 2-6 years experience creating database driven web applications. Experience developing web applications in a PHP/Oracle/Linux environment preferred, but not required. Responsibilities include developing new applications, supporting existing applications, and migrating data. Desired skills include PHP, SQL, Cold Fusion, Oracle, and Linux. The ideal candidate will have strong problem solving skills, solid programming experience, and be self-motivated. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

VP, Conference Brands (WEC)

IDG World Expo has an exciting opportunity for a seasoned professional to lead IDG World Expo's conference brands. The Vice President, Conference Brands will assume responsibility for several established conferences and take on the challenge of identifying and translating market trends into new, commercially viable programs for IDG World Expo. The individual in this role will be expected to plan, develop, and rapidly execute conference programs that resonate with target communities. Candidates will also be expected to sustain, scale and extend these conferences. Additional responsibilities will include the development of annual strategic business plans, competitive analysis, the supervision of content development and responsibility for maintaining all external and industry relationships. The successful candidate will posses a BA/BS, 10 plus years of experience with conferences, community and content development, event sales and marketing. Candidates must demonstrate a track record of successfully guiding events from conception to execution, the ability to reach out and engage with market leaders as well as proven management and staff development capabilities. Candidates must work well independently and as part of a changing team of external advisors, partners, sponsors, and salespeople. This position will be located in our Framingham office, reports directly to the President of IDG World Expo and has revenue, profit and loss responsibility. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

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• Online Communities — McCracken spoke on the PCWorld.com blogs, launched 15 months ago and now accounting for 400,000 page views a month and how easy it is to build a user community around them. PC-WELT Editor-in-chief **Andreas Perband** discussed his site's wiki, in which PC-WELT users are currently co-writing 70 online articles in a knowledge-sharing magazine editor/reader collaboration that not only puts valuable, expert content online but builds a community of PC-WELT reader-writers.

IDG WORLD UPDATE

*(L-R) PC World U.S. President, CEO **Jeff Edman**, IDG Communications President **Bob Carrigan** and IDG Denmark Managing Director **Soren Queitsch**.*

Some of the Business breakout sessions included the following:

• Integrated Programs and Selling Them — IDG Communications President **Bob Carrigan** discussed creating marketing packages for clients and agencies that, with cooperative team selling, can drive sales into other areas, such as event sponsorship, print supplements and microsites. "Marketers want integrated solutions," he said. "Create an environment for them by packaging your assets. Put your brand out front, no matter how customers want to receive it."

• PCWorld.com U.S. VP/Publisher **Michael Carroll** provided an example of integrated selling with a digital entertainment package his team recently created with Intel that includes 10 online tutorials on digital entertainment and a five-part print supplement on the digital home. Intel will also sponsor PCWorld.com's DigitalWorld blog for a specified period. A Smart Office Tech Buyers Club program with Hewlett-Packard targeting the SMB market will include a microsite and subscriber-personalized cards in PC World inviting readers to join the club, which will offer them the latest pricing deals on HP products as well as relevant product information from PC World.

IDG WORLD UPDATE

*PC World U.S. VP/Editor **Harry McCracken** (l) moderated a panel of PC World readers on how they read the magazine and use its site.*

• Online Business Development — Brands can be extended through syndication deals, providing content to a third party in exchange for added traffic and revenue, said **Sue Krenek**, PCWorld.com director of business development and legal affairs. In a program with Yahoo's Tech Tuesday feature, PC World provides an original, often consumer-oriented, feature with two to three related articles, all with links back to PC World, for $3,000 per package.

Other session topics included "Covers: What's Working Now," Low-Cost Reader Research," "PCW Research Solutions," "Outsourcing: Not Always a Negative Word," and "IDG News Service: How it Can Help You."

"These kind of meetings are always very useful," said **Deborah Sordini**, PC World Italia publisher. "To get the most from them I take as many notes as possible and select among all possible ideas those that can be put into practice very soon (let's say tomorrow). Ideas I will put into practice soon are blogs, online reader research, and integrated offers for print and online advertising."

*For more information on the meeting, contact PC World U.S. Senior Director of Marketing **Sandy Wong** at sandy_wong@pcworld.com.* WU

any size that want marketing guidance and advice. "We're not just data collectors," she said. "We're leveraging our expertise to figure out the key business issues for a client and give them research that provides solutions." lisa_huck@pcworld.com

PC World: It's "platform-agnostic" Downloads Library offers more than 2,000 freeware files and 8,000-plus shareware and trialware software packages. **Bruce McCurdy**, director, Downloads and E-commerce Development, said that the library sees two million unique visits and 10 million page views per month (all delivering ad impressions) and introduces new site visitors to other content, increasing PCW's brand exposure. bruce_mccurdy@pcworld.com

PC World New Zealand: Editor/Associate Publisher **Chris Keall** spoke on a non-IT premium with Movieshack, a New Zealand equivalent of Netflix, in which new subscribers and renewals received two months of free DVD rentals from Movieshack. chris_keall@idg.co.nz

MikroDatorn (Sweden): MikroDatorn Editor-in-chief **Bo Nordlin** said his publication offers a free, client-sponsored PDF library of MikroDatorn articles. Users must supply some lead-generation information in order to download the files. Five vendors have signed on as sponsors at $3,000 per month. MikroDatorn has also been mailing questionnaires to readers whose subscriptions are about to expire, asking them for their opinions on the magazine. Nordlin said 59% of those who received the questionnaire and a renewal invoice re-upped their subscriptions "to see if we listened." bo.nordlin@idg.se

PowerPoint presentations of these and other Best Practices presented at the meeting are available in the IDG Global Meetings section on IDG Central.

noteworthy people

New employees

Jackson

A 2005 graduate of Harvard University in Cambridge, Mass., with a B.S. in computer science, **Joe Jackson** joins IDG's San Francisco office as a management associate. He enjoys exploring the city, trying new restaurants, cooking and going to the gym. *joe_jackson@idg.com*

Jim Malone is managing editor for CXO Media's custom publishing group. He was previously editor at Mass High Tech newspaper and holds a B.S. in journalism from California Polytechnic State University in San Luis Obispo. A musician and leader of the band The MERJ, he also enjoys home improvement projects. *jmalone@cxo.com*

Ma

PC World has hired **Jennifer Ma** as subscription marketing manager. She was previously direct marketing analyst with Jossey-Bass Publishers. Jennifer has a B.S. in marketing from San Francisco State University, enjoys golf and "baking decadent desserts." *jennifer_ma@pcworld.com*

Clingerman

Jacob Clingerman is Mac Publishing's new IT manager. He was previously a consultant with Mariette Systems, Inc., where he had a long-term contract as a system administrator for the World Wide Developer Relations group at Apple Computer, where he was responsible for network support and maintaining a server data center. He earned a B.A. in literature from the University of California/Santa Cruz and is an Apple Certified System Administrator. He enjoys soccer, cooking and "countless home improvement projects on a fixer-upper bungalow." *jclingerman@macworld.com*

Transfers

Veechai

Ben Veechai moves from his role as marketing coordinator with InfoWorld to PC World's business development group where he will be an online marketing specialist, monitoring and improving site activity and managing cross-functional sales and marketing projects. He holds a B.S./B.A. with a concentration in MIS from Boston University, enjoys snowboarding, cooking, lifting weights and running, and quit smoking six month ago. *ben_veechai@pcworld.com*

Previously a publicist with CXO Media, **Lori Piscatelli Scanlon** is now marketing manager with IDC Insights. She holds a B.A. in English and communications from Boston College and will receive an M.B.A. from Boston's Suffolk University next month. In her free time, she enjoys sports, video editing and digital photography montage. *lscanlon@idc.com*

Global hiring, promotion news goes here!

Business units worldwide may send news about new employees, promotions or transfers to world_update@idg.com. Other Noteworthy items are welcome, such as employees who publish books, receive awards, or speak at industry events.

First IDG Book Club meeting focuses on grassroots journalism

*Author Dan Gillmor meets with IDG Director, Management Development **Julie Lynch**, who led the book discussion group..*

IDG Human Resource's Training and Development group this month launched the first IDG Book Club in San Francisco. A similar session will be held in Framingham, Mass., in January 2006.

The 15 employees who enrolled were given copies of "We the Media: Grassroots Journalism by the People, for the People" by business and technology columnist Dan Gillmor to read before the club met, as well as some topical questions to spur discussion. Gillmor's book, published in 2004 by O'Reilly Media, takes a look at grassroots, participatory journalism and the shift in how people make and consume the news. (For more information on "We the Media," go to http://wethemedia.oreilly.com/.)

After a discussion of the book, led by **Julie Lynch**, IDG Human Resources director of management development, Gillmor joined the session and fielded questions from the group. **Laurie Butson**, IDG Training and Development manager, said she called Gillmor about the book club and he said he was eager to participate. "He said he's very passionate about the book and its concepts and the more he can communicate his ideas the better." (Gillmor will also participate in the Framingham session.)

Butson said she was hoping to offer the Book Club twice a year and that the books chosen will generally focus on the media, professional development and management and could have an IDG expert facilitate the discussion, depending on the book. "The books will be timely in terms of where IDG's business and the IT industry is, and they will complement and supplement our general calendar of courses," she said.

According to Butson, one employee who enrolled in the book club said many people are so busy that reading for pleasure or self-improvement often falls by the wayside. "This is a nice opportunity to balance that," Butson said. "It's an alternative avenue of learning and development that gives people the motivation to read a book they may not normally read and is an extension of all the things we do at Training and Development."

For more information contact Laurie Butson at laurie_butson@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Laura Kunzmann *IDG Germany*

16
Susan Middleton *IDC*
Annika Svanström *IDG Sweden*

15
Wayne Silverman *PC World*

12
Todd Simms *IDG Central Services*
Michelle Reimer *IDG Entertainment*
Mats Öhman *IDG Sweden*

11
Stuart Needels *Computerworld*

10
Rick LePage *Mac Publishing*

8
Amy Harris *IDC*
Craig Eastman *IDG Entertainment*
Kristofer Sjöberg *IDG Sweden*

7
Xavier Laine *IDG France*
Albert Pang *IDC*
Francis Hare *IDC*
Lucy Timms *IDC U.K.*

6
Grace Yeo *IDC Singapore*
Justin Katz *IDC*
Eric Dahl *PC World*
Arin Hailey Reese *PC World*
Neil Bennett *IDG U.K.*

5
June Harmon *IDG Denmark*
Nouara Aftis *IDG France*
Ellen Hughes *IDC*
William Joyce, Jr. *IDC*
Sean Greathouse *Mac Publishing*
Kasey Galang *Mac Publishing*
Daniel Fleischer *IDC U.K.*
Benjamin Camm-Jones *IDG U.K.*
Rogier Mol *IDC Benelux*
Heiko Klinge *IDG Germany*

4
Matt Marshall *IDC U.K.*

3
Sureshpal Singh *IDC Singapore*
Lincoln Lee *IDC Malaysia*
Rosamond Burke *CXO Media*
Massimo Melis *IDC U.K.*
Elissa Simpson *IDC U.K.*

2
Bernadette Caraig *IDC Philippines*
Kristsana Chuenjaiboon *IDC Thailand*
Krista Jones *PC World*
Helena Chappell *IDC U.K.*

1
Jack Yu *IDC Singapore*
Noel Stevens *IDC*
Alison Crawford *IDC*
BethAnn Fitzgerald *IDC*
Sarah Madden *CXO Media*
Patricia Araujo *IDG Brazil*
Mia Kamlen *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

World Update available as a PDF

IDG employees can receive IDG World Update as a low-res PDF via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

World Update publishing schedule

IDG World Update will be printed bi-weekly in December and January. The dates are Dec 12, Dec. 26 (Year in Review issue), Jan. 9 and Jan. 23.

this week on IDG Central

Meet Your Colleague: IDG Brazil's Fabio Almeida cooks up creativity

This week's feature on the home page of IDG Central (www.idgcentral.com) profiles IDG Brazil Advertising Coordinator Fabio Almeida. An excerpt from his profile follows:

***Fabio Almeida** donned this cap purely for the photo opportunity.*

"Fabio is our creative genius and puts humor into even the darkest moments of a crisis," said Director of Circulation & Marketing **Claudio Pucci**. "Back in June, every IDG Brazil department was asking the marketing group to create something, and it was a very stressful time. The bakeries in Brazil have a common tagline, 'fresh bread every hour,' so we began to joke about 'fresh jobs every hour.' Fabio came up with the 'Marketing Bakery' logo ("Panificadora de Marketing" in Portuguese), and what started as just a joke became a concept. The Marketing team has really come together to develop better processes and strategies and shape an ever better image for themselves in the company."

Museum passes available

As a corporate member of the Boston Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Museum of Science passes are good through December 2006; Children's Museum passes expire Sept. 30, 2006.

IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and provide their name and business unit address. You may request up to four passes per venue.

Post your fundraising efforts on IDG Central's Service Opportunities area

If you're fundraising for a favorite charity and would like to get support from your fellow IDGers — or find out if others are involved in the same event — post your information on the new Service Opportunities section of www.idgcentral.com, within Employee Resources. You can also post follow-up information and photos. Questions? Write to idgcentral@idg.com.

celebrating 10!

Name
Sharon Stearns

Home
Waltham, Mass.

Joined IDG
Oct. 24, 1994, as Sales Operations Coordinator.

Career path since joining IDG
Although I came to IDG as a sales coordinator, that didn't last long. I started to use my corporate marketing background from my previous job for NW's Marketplace sales team. About five years ago, when the Custom team was in start-up mode, I was asked to join that group and worked with clients to manage their integrated media campaigns.

Current title, what job involves
Director, Client Services. I'm still in the trenches with a few clients helping them implement, analyze, and optimize their media campaigns, which means that I help them with a multitude of projects, from building a microsite, to writing copy and/or banner messaging, to analyzing how their media is performing and then tweaking the buy to make sure the client gets the best ROI on their program. I also have three great client services managers whom I work very closely with, and together we make sure that the programs for their clients are a success.

Most challenging part of your job
Having enough time in the day/week/month/year to make sure each client feels like they are my only client.

Best part of your job
Having a client re-sign because their previous program was a huge success. Having them tell me that "Network World is great" is wonderful to hear, too.

I joined IDG because
I knew that it was a company that really cared about the people who work here.

What's kept you at IDG for 10 years?
Two things: the people that I work with and that every day is never the same. The world of online and integrated media is constantly changing and evolving, so it's really fun to be a part of that. You can learn something new every day.

Best way someone could compliment you on your work
Buy more!

What accomplishment at work are you most proud of?
LeadLogix. It's an internal Web application that the great IS/IT team at NW built to allow my team and me to automate some of our workflow and make it easier for us to analyze client programs.

*IDG Chairman **Pat McGovern** escorted Network World's **Sharon Stearns** to dinner at The Four Seasons Hotel's Aujord'hui Restaurant in honor of her 10 years of service to the company.*

Latest accomplishment
Building a vacation home in Bethel, Maine.

What talent do you wish you had
Being able to sing. My husband says I'm horrible!

Fantasy job
Golf pro.

One possession you'd grab if your house were on fire?
Since I don't necessarily consider my husband "a possession" I would have to say, my laptop.

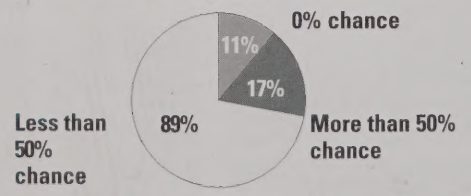
What sports do you play?
I ski and golf.

Manager's profile
"Sharon is bright and energetic manager. Leveraging her background from sales and marketing roles she is the point person for developing and leading Network World Client Services Team. Her commitment to quality is one of the many reasons clients adore her and value her services."

— Kevin Normandeau, executive VP, Online

Question of the Week from Nov. 14

What are the chances avian flu will result in a significant public health threat?



Log on to www.idgcentral.com to vote on this week's question: Last month, U.S. scientist and entrepreneur Gregory Olsen returned from a visit to the International Space Station for which he reportedly paid $20 million. If you could afford it, would you go?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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A sampling of great ideas

The Best Practices Exchange segment of the Enterprise Product Line Meeting was an open-mike exchange of good ideas, including the following:

• Network World VP, Business Development and Online, **Kevin Normandeau** said that in the third quarter of this year 54% of all online Americans watched at least one video a week. Adding to their video options is Network World ITVideo (www.networkworld.com/video), currently offering The Hot Seat (five- to six-minute interviews of networking executives by Network World Editorial Director and President **John Gallant**) and Cool Tools (Network World Senior Editor, Reviews **Keith Shaw**'s take on interesting new products and an extension of his print column). Segments start with a 15-second "pre-roll" ad from a sponsoring firm, and user feedback has been "great," Normandeau said, adding

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Enterprise GPSC meeting draws 125 to San Francisco

Audience urged to share content, take risks, invest online and broaden brands

"Our business is facilitating communications, building communities and allowing them to share ideas," said IDG Chairman **Pat McGovern** in his opening remarks at this month's Enterprise Product Line meeting in San Francisco. That was also the purpose of the meeting, as the 125 attendees met for two days to network, exchange ideas and find out what's working at the IDG offices in the 27 countries represented.

"All media are transforming,"noted IDG Communications President **Bob Carrigan** in his keynote speech. "Single-digit growth is not just an IDG problem; we shouldn't feel picked on, we'll get through it." He recommended several ways:

• **Stretch your online brand**. "Ask yourself 'what's the next link for the user?' Related links — such as blogs, other IDG publications, IDG News Service stories and syndicated material — will lead to more page views and extend your brand identity."

• **Get your users involved**. "With a customer-centric approach online we can do things we can't do in print and generate new audiences and advertisers. People will pay to be part of a community, so we need unique paid-content informational products."

IDG WORLD UPDATE

*IDG Australia Enterprise Division President **Linda Kennedy** chaired the first day of this month's Enterprise Product Line meeting.*

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What's inside

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In memoriam: IDC Thailand Country Manager Jason Caddies *page 6*

Celebrating 10: Network World's Neal Weinberg *page 8*

InfoWorld SOA Forum targets hot technology

When InfoWorld hitched its event wagon to the SOA star back in May of this year, it knew it had latched onto a winner. Just how far and how fast that star would climb became clearer this month when the fourth edition of the SOA Executive Forum attracted a far larger than anticipated crowd and sold out sponsorships.

"By all accounts the forum was a huge success and is now our flagship event," said **Jill Martay**, InfoWorld director of events. "We were expecting 300 attendees and ended up with 430 onsite. The 10 sponsorships — up from seven in May — sold out quickly and we even managed to bring in IBM at the 11th hour." The two-day conference took place in New York City Nov. 7-8.

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CXO Media editorial team embracing podcasts

CXO Media editors are looking to rich media to enrich the experience of their readers or, rather, their listeners. Editors and writers are trooping into a specially equipped on-site "studio" at their Framingham, Mass., offices, and the resulting podcasts are being posted on CXO Media's three sites. To date there are about 50 podcasts on the sites, including podcasts of print columns read by their authors, recorded phone conversations with industry experts and two news analysis podcasts that focus on the top IT news stories of the week.

"We're doing about five a week for CIO.com, CMOmagazine.com, and CSOonline," said **Art Jahnke**, CXO Media director of editorial devel-

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SOA Forum

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Noting that SOA (service-oriented architecture) is an "incredibly hot technology theme, which has gained a great deal of traction within the last six months," Martay said that InfoWorld has successfully positioned itself as *the* technology resource for SOA. "We heard this repeatedly from sponsors, attendees and the program speakers," she said. "A number of times during presentations, speakers referenced articles in InfoWorld or the InfoWorld Real World SOA blog. Over the course of seven months, since we've been producing SOA Executive Forums, we have seen a tremendous dependency on our media group for defining SOA and what it means to our audience."

*InfoWorld Editor-in-chief **Steve Fox** welcomed attendees to the forum and offered a brief overview on the current state of SOA.*

The agenda for the two-day conference comprised panels, keynotes, presentations and case studies. Each day opened with a customer keynote (Andy Brown, chief architect with Merrill Lynch and Jaime Sguerra, CTO, Guardian Life Insurance) and concluded with a CTO Reality Check, a panel of customers talking candidly about how Web services have or have not improved business agility. "By bookending each day with personal accounts about how their peers faced challenges and overcame them with implementation strategies, we were successful in maintaining strong audience engagement for both days," Martay said.

"By bookending each day with personal accounts about how their peers faced challenges and overcame them ... we were successful in maintaining strong audience engagement for both days."
— Jill Martay

InfoWorld's three-person event team, which in addition to Martay includes Event Coordinator **Ahmad White** and Director of Event Sales and Custom Solutions **Frank Netherwood**, managed sponsorship sales, marketing, registration and content. The group relied heavily on assistance from IW Executive Editor **Eric Knorr** and **Jon Udell**, blogger-in-chief/lead analyst, to develop the agenda and recruit speakers. **Paul Calento**, VP of marketing, and **Ben Veechai**, marketing coordinator, handled PR and some of the direct e-marketing efforts.

In addition, as it has done in the past, InfoWorld partnered with IDG World Expo, which provided operations support including venue planning, hotel management and sponsorship support.

Martay credited her team's strong relationships with the program sponsors for much of the forum's success. "We worked together on a number of strategic co-marketing programs, which helped us attract the top-tier audience that we did and also invested sponsors in our audience acquisition efforts."

In addition, she noted that InfoWorld's editorial positioning on SOA was a major contributor to the event's success. "We did several pieces leading up to the event highlighting SOA and business agility with the largest feature, "10 Steps to SOA," running in the Nov. 7 issue, which was distributed at the forum."

Sponsors, who participated in one of three levels — cornerstone, platinum or gold — received numerous branding opportunities in print, online and at the event itself. Sponsors were provided with networking kiosks during the forum and some were invited to speak. A very well-received value-add benefit took place the night before the forum at a sponsor appreciation dinner. Two IDC analysts — **Sandra Rodgers**, program director, SOA, Web Services and Integration, and **Sophie Mayo**, director, Worldwide Services and SOA — presented an analyst briefing on SOA, specifically geared toward the vendors.

Martay said her group is planning to produce two or three more SOA Executive Forum programs and then hopes to launch a broader-based conference in which SOA would be featured as one of the technology tracks.

Write to jill_martay@infoworld.com. WU

one on one *the interview*

Colin Crawford
IDG's vice president of business development and operations is this week's columnist. Reach him at colin_crawford@idg.com.

"User content will require management to ensure that the overall brand quality does not suffer but not to actively embrace user content nor allow the users a degree of control over the selection of the content will ultimately result in loss of viewership."

Q What is Web 2.0?

A There is no clear definition of Web 2.0 and many consider it little more than another buzzword. However, there are some clearly identifiable trends in this current evolution of the Web.

In the Web's first iteration, pages were generally static and infrequently updated. Content management systems then started to evolve and sites were able to serve dynamic HTML pages, created on the fly and updated more frequently. The Web has now evolved to be more like a computer platform, continually serving both content and functionality to users via Web applications to technologies based around AJAX (Asynchronous JavaScript and XML). "Mash-ups" such as Google Maps mixed with information on the local housing market is a good example of Web content being combined from different sites (http://trulia.com/CA/San_Francisco/).

The social participation or community aspect of the Web has become much more important as users now have the ability to share, select, re-use and link to the content that interests them. During 2004, affordable easy-to-use software that allowed people to create their own social diaries or blogs started to proliferate. Technologies such as RSS/XML enabled content to be easily syndicated, linked to and shared. As blogging developed, trends such as social book-marking and tagging started to significantly challenge traditional media models.

The old push media model where content was preselected for user consumption has been altered to one where users have much greater power in selecting the content they wish to consume. Now, using tools such as blogs, vlogs, mologs, audio and video podcasting, photologs, discussion groups, wikis, chat, user feedback and ratings, tagging and folksonomy, and personalization users are empowered in this "read / write" era to enter the conversation.

Placing the power of creating content into the hands of the users gives traditionalists great concern over content quality and potential abuse. Such concerns have validity, but I believe the answer is not to prevent user interaction but to generally trust your community and find ways to harness the willingness and knowledge of the most active, influential and engaged members of your community. The more your users are engaged the more valuable your site will be.

Q There was a lot of talk at the recent GPSC meetings about getting online users to spend more time with our brands. What are some ways business units are tackling this challenge?

A If your Web site encourages community participation, users will become more active and engaged and spend more time with the brand. Users will interact more with the editors, the sponsoring vendors and other users. The IDG brands have established themselves as trusted environments with quality editorial content. The brands now have to find appropriate ways to embrace community content. User content will require management to ensure that the overall brand quality does not suffer but not to actively embrace user content nor allow the users a degree of control over the selection of the content will ultimately result in loss of viewership. There are a variety of approaches being tested at IDG, although generally the move toward embracing user content has been tentative. PC WELT has established a successful wiki, Computerworld has tried user blogging at a number of events, Macworld's MacOSXHints relies on user submitted tips and tricks and IDG Entertainment has a number of affiliate sites where users can submit hints, tips and cheats for favorite games.

Q I've heard that there are not going to be any more online functional meetings, at least in the U.S. Can you explain why?

A IDG Training and Development is offering several programs to help support the growth of IDG's online business. Recent sessions have included Critical Issues in Editorial, Integrated Selling and Search Engine Optimization. Upcoming topics include Search Engine Marketing, Web Analytics, Selling Online and more. These programs are designed in direct response to requests received from participants of past Online Summits and corporate education programs and though conversations with business unit and functional leaders. All are focused on online innovation, leadership and growth and are meant to gather smaller groups of IDG employees to discuss various aspects of online business.

Q Do you view podcasting as a promising revenue stream — and if so, how?

A I see audio podcasting as timeshifted radio with some money to be made from embedded advertising. I believe that it will have a fairly narrow market, but it is important that we continue to experiment with the opportunity. I'm much more bullish on video podcasting and think this will grow dramatically over the next few years. In the consumer market I anticipate video help guides, hints and tips and walk throughs. On the enterprise side, there's opportunity to deliver high-end training, conference sessions, roundtables and webcasts to portable devices. WU

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that executives are already asking to be interviewed. New videos will be posted weekly beginning in January with an initial target of 16,000 viewings per week and $35,000 per month in advertising opportunities. *knormandeau@nww.com*

• Coordinating print circulation and events, IT World Canada President/COO **Andrew White** said that when subscribers attend an IT World Canada event, they are given a subscription renewal form that has been filled out in advance for them, so all they have to do is approve it. *awhite@itworldcanada.com*

• IDG New Zealand put its reporters to work recently, said Computerworld and CIO New Zealand Managing Editor/Publisher **Doug Casement**, and had them call readers who subscriptions had expired and ask them why they left and what they would have liked to have seen in the publications. Not only did a sizeable number renew their subscriptions —"to see if we used their ideas," Casement said — but reporters got story ideas. *doug_casement@idg.com.nz*

• Podcasts and blogs were popular topics at the meeting. IDG Australia Managing Director **Don Kennedy** said his group was seeing 3,000 to 4,000 podcast downloads per week and is producing and translating them for use in other Asia/Pacific countries. IBM approached them to produce a CIO podcast. "Don't be afraid of them," he said, "vendors' purse strings open up." *don_kennedy@idg.com.au*

• Turning the sales process around and making event sponsors partners has worked for Computerwoche, Publisher **Michael Beilfuss** said. While sponsoring vendors usually just get visibility at an event and possibly a panel speaker, the Computerwoche events group invited six vendor representatives to a roundtable discussion before a recent event to help define the program's agendas and discuss speakers, some of whom were experienced users recommended by a vendor. *mbeilfuss@computerwoche.de*

Enterprise GPSC

continued from page 1

• **Identify new business opportunities**. "Find out what content those new plans will need, and partner with others if it's not your core competency. Don't default to those competencies because it's what brought you to the dance. Make your brands more relevant to tomorrow's influencers of business professionals who may never read an enterprise publication in print."

Concluding, Carrigan advised the attendees to "share content, take risks, move faster, invest in new events and online products, broaden your brand and empower your Web leader to make your site a brand-relevant 'connection environment.' If you program to your customers' needs, you'll keep them."

Some of those customer needs surfaced in a panel discussion with three Bay Area CIOs led by Computerworld Editor-in-chief **Don Tennant**. Among their top concerns for 2006 were security, dealing with legacy systems, the Generation-Y workforce, corporate consolidation, Web services, the integration of supply and demand chains and how to communicate technology's value to CEOs who see it as a utility not an agent of strategic value.

A second panel, this one led by Computerworld President, Publisher & CEO **Matthew Sweeney**, brought IDG executives together to share integrated selling ideas. Sweeney discussed Computerworld's success in events and online knowledge centers. "Sell your customer more than one thing," he said. "When someone registers and downloads a webcast or a white paper, follow up and ask them to attend an event." Computerworld's Executive Conferences and its Premier 100 event all have online counterparts of webcasts, research papers, microsites with vendor case studies, plus related Computerworld stories and e-mail newsletters.

IDG Australia Enterprise Division President **Linda Kennedy** spoke on a recent series of CIO magazine breakfast briefings her group had done in partnership with IBM that combined IDG's editorial ideas, research and analysis and direct-mail databases and drew 150 attendees. "IBM said it saw $14 million in business as a result of partnering with us," she said.

A custom publishing deal between Germany's Computerwoche and Hewlett-Packard EMEA positioned HP as an IT service management leader, according to **Achim Schaefers**, Computerwoche international sales manager. A 12-page supplement that ran in 16 languages across Europe integrated local content and HP success stories. The supplement drove traffic to a co-branded IDG/HP site that offered extra material, including white papers and an IDC study. Not only did Computerwoche realize a 64% profit margin with the project, Schaefers said, it built "a strong client relationship through publishing know-how and selling power."

IDG WORLD UPDATE

*(L-R): CXO Media Group Publisher **Gary Beach**, CIO Editor-in-chief **Abbie Lundberg**, Computerworld Editor-in-chief **Don Tennant**, CXO Media President and CEO **Michael Friedenberg** (partially hidden) and CXO Online VP, General Manager **David Churbuck** chat during a break in the meeting.*

In a presentation on developing event-online-print synergy, **Antti Oksanen**, Talentum Media executive editor and IDG country liaison in Finland, focused on his group's CIO of the Year event earlier this year. Finland's first CIO-branded event began with a call for candidates from registered users on the Web. After candidates were vetted by a CIO panel in conjunction with the Helsinki School of Economy, users chose the top 10 candidates online. On the print side, Tietoviikko kept readers informed of the results and offered in-depth features on the candidates. A gala event, sponsored by HP, Accenture and Mercury, brought together readers, clients, sponsors and Talentum staff in "a community commitment to a brand," Oksanen said.

Managing the print/online convergence prompted discussions and idea exchanges in an editorial session led by IDG Sweden CEO **Lars Dahmen**. Some attendees recommended online stories be written differently to keep readers engaged and on a site, with punchier headlines, less in-depth detail and hyperlinks to background information. Other said they used their sites to post breaking news and updates and used print for more in-depth analysis.

With industry trends moving to online, "there is chaos but great opportunities," said IDG VP, Business Development and Operations, **Colin Crawford**. "Identify the types of data users want and pull it together in a 'mash-up.' Hand over development of your online business to your audience; bring them in and learn from them."

Contact linda_kennedy@idg.com.au. Meeting presentations are on www.idgcentral.com in the IDG Global Meetings section. WU

IDG

November 28, 2005

Web Developer (BIO)
Bio-IT World Inc. is seeking a Web Developer to join the team. The Web Developer will take the lead on key web development projects and be involved with day-to-day operations of the website. Duties will include: developing and maintaining website products, supporting web applications, databases, and utilities, and participating in our efforts to bring new products to the web. Preferred qualifications include a degree in computer science plus 2 - 5 years experience in Web production and development in a professional setting. Additional qualifications include a demonstrated proficiency with various web-related technologies such as HTML/KML, CSS, and PHP and knowledge of browser compatibility issues for major platforms. Familiarity with Python, Zope and Plone applications is a plus. Successful candidates will be able to prioritize and manage many projects and tasks.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Product Manager, Marketing, Information Infrastructure & Enabling Technologies (IDC)
IDC is seeking a highly motivated, take-charge product marketing professional to drive revenue and profit growth by validating, identifying and implementing new product ideas and strategies that are market-driven and customer-focused, as well as maintaining and optimizing existing product strategies and opportunities. The individual will work closely with customers, management, sales/marketing and analyst teams to develop, manage and implement product, pricing and packaging strategy for the Information Infrastructure (Storage, Compliance, Imaging and Output, Small/Medium Business, Pricing/Leasing and Channels) and Enabling Technologies research team and develop and enhance existing product development, business management and business development tools and processes. The individual will be joining a team of marketing professionals within the Information Infrastructure and Enabling Technologies team and will also be connected to a network of marketing professionals across IDC. Responsibilities include interfacing with customers to understand their current and future requirements; validating and prioritizing product features; developing a strategic marketing plan including market validation, customer segmentation, market sizing, pricing, sales and channel strategies, and product support; and working with relevant product and sales teams to understand and position how new initiatives will fit into respective roadmaps and go-to-market strategies. A major responsibility will be to develop and manage IDC's Storage Leadership Council, including agenda development, speaker recruitment and overall event communication and coordination. Additional responsibilities are to advise and lead efforts on the acquisition of primary customer research regarding products via surveys, focus groups and other activities. The individual will have consistent interaction with senior management and analysts, sales, corporate marketing, and product management and product fulfillment groups. We are seeking individuals who have a minimum of five years experience in a services product environment including experience working with financial data and product lifecycle metrics (measurement, reporting and analysis, experience with customer surveys, focus groups and other forms of market research). Proven abilities in relationship building, financial concepts, primary research techniques, change management, negotiation and analysis will be key to success in this position. IT industry experience is not required but is preferred. Candidates will be required to hold a bachelor's degree and an MBA is considered a plus. This position will be based in IDC's Framingham, MA office and will require approximately 10 - 15% travel. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Director, Enterprise Solutions Research/Country Manager, IDC Argentina (IDC)
International Data Corporation has an opening in its Miami, Florida office for a Director, Enterprise Solutions Research/Country Manager, IDC Argentina. Lead Company's team of market intelligence analysts and consultants in server, storage, IT services, software, and telecom equipment hardware markets in Latin America. Increase overall profitability of Company in the Southern Cone of Latin America, enhancing and sustaining the leadership position of IDC's brand for long-term, sustainable growth. International travel required (75%). Must possess at least a bachelor's or its equivalent in Industrial Engineering or Applied Science and relevant work experience, including providing marketing strategies for enterprise solutions in Latin America; project and budgetary management; IT project implementation; overseeing Human Resources functions, including payroll, benefits and organizational development. Forward resume to Leslie L. Bachand, Benefits Specialist, International Data Corporation, 5 Speen Street, Framingham, MA 01701. ***Location: Miami, FL***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Account Executive (IDC)

IDC's Sector Sales Group is seeking an Account Executive who will focus on selling IDC's research products to vendor clients in the Western Region. This position will report to the VP Sector Accounts, West Coast. As a member of a collaborative team, the Account Executive will be responsible for selling into B&C Vendor Accounts and will drive new business with a specific focus on Clients and Mobility vendors in the western region. The Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Requirements for the position include 3-4 years of quota-carrying outside sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position will be based out of San Mateo, CA and will require approximately 10% travel.
Location: San Mateo, CA
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Executive (IDC)

IDC's Sector Sales Group is seeking an Account Executive who will focus on selling IDC's research products to vendor clients in the Eastern Region. This position will report to the VP Sector Accounts, East Coast. As a member of a collaborative team, the Account Executive will be responsible for selling into B&C Vendor Accounts and will drive new business with a specific focus on the Technology Sector. The Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Requirements for the position include 3-4 years of quota-carrying outside sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position may be based out of Framingham, MA and will require approximately 15% travel. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Marketing Specialist, IDeAS and Services Research (IDC)

IDC's Integration, Deployment & Application Strategies (IDeAS) and Services Research Groups are seeking an energetic individual with a "can do" attitude to join the marketing programs team for IDC's worldwide research. This position affords an excellent opportunity to lead many aspects of marketing communications within the context of software and services market research. Activities performed in this role include: 1. Overseeing the promotional writing for the group including: press release writing, promotional writing for email campaigns, Web and newsletter content, and collateral creation. 2. Managing events, both IDC breakfast briefings as well as partnerships with industry event organizations. 3. Business Development support for the IDeAS and Services Group, working with analysts and sales. Exceptional organizational, written and communication skills are needed as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts, IDC's sales force and outside freelance designers. The candidate must be an independent self-starter who is organized, creative, and capable of working on several different projects simultaneously. This individual must have good people skills and the ability to motivate others. 3-5 years of marketing experience including event planning, promotional writing, creative visualization and marketing communications is desired and a B.A. degree is required. Familiarity with Microsoft Office products is essential and knowledge of graphic programs is suggested, but not a must. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Public Relations Internship (IPS)

IDG has an exciting opportunity this Winter/Spring for a public relations intern in the company's Boston, MA office. The intern is primarily responsible for projects central to the department's PR program. The intern is responsible for developing and maintaining an editorial database (Microsoft Excel), media coverage binders and related duties as assigned. This internship will provide valuable experience in activities at the heart of corporate and agency public relations programs. Applicants must have demonstrated experience with Microsoft Excel (workbooks and databases) and Microsoft Word. Experience with the Web and Lotus Notes is a plus. Professional demeanor and ability to work in corporate environment is also required. Interest in the communications field, especially public relations, is desired. The position requires a commitment of 24 hours per week for the Winter/Spring 2006 semester with the possibility of continuation into the summer. ***Location: Boston, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Sales Associate (PCW)

PC World seeks a highly independent Sales Associate to provide top-notch support to the Senior Account Manager and Marketing department of PC World magazine. This self starter must be able to multitask in a fast-paced, deadline-oriented environment. Key responsibilities include managing sales projects, developing presentations, coordinating travel arrangements, assisting in marketing-related projects such as award permissions and events, and providing general administrative and office support. S/he will also support the magazine's sales efforts by providing outstanding customer service to clients, maintaining sales/client files and databases, conducting analyses on competition, and facilitating ad production. This position requires top-notch organizational, time management and oral/written communication skills, as well as superior MS Word, Excel, PowerPoint and Adobe Writer skills. Candidates must demonstrate a high degree of professionalism, flexibility, a facility with numbers and an eye for detail. Familiarity with publishing and/or advertising and marketing is ideal. ***Location: San Francisco, CA***
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Marketing Director (WEC)

IDG World Expo has an exciting opportunity for a high-energy, entrepreneurial, strategic marketing professional to join the team. Working closely with the VP of Marketing, the Marketing Director will oversee all marketing communications activities with the goal of increasing the quality and quantity of attendees at each of our events, growing the revenue of each of our events, and protecting and building the integrity of our event brands. The Marketing Director will be responsible for the development and implementation of strategic marketing plans and production schedules for each of our events including; management of the copywriting, design, layout and print production of all corporate and event brand collateral; development, production and tracking of email and direct mail promotions, newsletter sponsorships and banner ads to generate leads; production of sales tools such as collateral and promotions for exhibit and sponsorship sales. This person will also have budget management responsibilities and can expect to be assigned special projects as the business requires. Ideal candidates will posses a Bachelor's degree in Communications, Journalism, Advertising or Marketing, a minimum of 10 years of marketing communications experience, as well as 5 years or more of proven management and staff development experience. Knowledge of events and the high-tech industry is a must and an MBA or Master's degree is preferred. Candidates must possess strong writing skills, the ability to develop and foster strategic relationships with vendors, agencies, and partners and significant experience with project management, production management and agency/vendor management. Candidates must be able to navigate and juggle multiple initiatives in a fast paced business. Some travel is required. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

IDG

Current Jobs, Week of November 28, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Exec	President & GM, Bio-IT World and bio-itworld.com	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editor, Networking	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Storage	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Projects Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Mktg	Vice President, Marketing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Audience Development Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Director of Online Technology	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Marketing and Commerce Manager	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Software Engineer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Sales Administrator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	VP of Sales/Business Development, CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
HR Services Division						
	HR	Human Resources Representative (Temp)	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG						
	Exec	President, IDG Web Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Project Manager	East Coast	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Vice President, Marketing and Research	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Director, White Paper Strategy	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Staff Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	HR	HRIS Systems Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Operations Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Art/Design	Associate Art Director	Oakland CA	Francis Mao	fmao@gamepro.com	510-768-2718
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	IS	Online Research Technologist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Research	Competitive Intelligence Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Online	Online Content Producer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online Sales	Online Account Executive	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Tech	Senior Software Engineer	San Francisco CA	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
IPS						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Art/Design	Designer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Associate	Framingham MA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
World Expo						
	Events	Brand Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Brand Vice President, Macworld	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	VP, Conference Brands	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Marketing Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDC						
	Cust Serv	Analyst Account Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Mktg	Sr. Marketing Specialist, IDeAS and Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Operations	Business Analyst, New Ventures and Vertical Business Units	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Storage Software Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Enterprise Solutions Research/Country Manager, II	Miami FL	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Director, Mobility	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Director, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Consulting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobile Markets: Consumer and Enterpris	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, PC Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, WW Printer Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Consumer Multiplay Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Telecom Transformation Strategies and \	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Security Products and Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Business Networking and ISP	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Worldwide Telecommunications Equip	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Account Executive	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Client Service Representative, Global Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Client Service Representative, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Client Service Representative, Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Energy Retail Strategies	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Analyst, Corporate Banking	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Global Banking Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Payments Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Health Industry Insights						
	Research	VP Research, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

Go to http://careers.idg.com to view all current job opportunities at IDG

Podcasting

continued from page 1

opment. "Our strategy is to create a number of regular programs and also do a lot of one-offs that can later be assembled by topic and sold to advertisers as a collection."

The first podcaster was CXO Media Editorial Director **Lew McCreary**, reading his "Past Is Prologue" column from CMO magazine. Freelancer Fredrick Marckini, who writes a monthly column called "Change Agent" for CMO Online posts a recording of his column a week after the print version goes up on the site. John Baldoni, a freelance contributor to Darwinmag.com and CIO.com, reads his management columns, and CIO Executive Council Director **Martha Heller** reads her CIO careers columns for online posting.

Column podcasts go up on the sites only after the print version has been published "out of respect for some lingering concerns about cannibalism," Jahnke said. "We expect that to change as more columnists record their columns and become more directly involved in creating Web content."

According to Jahnke, CXO Media plans to try many things with its podcasts, including a series that would explain the pros and cons of specific technologies and a type of point-counterpoint discussion in which experts known to have opposing opinions about a technology or a policy will debate an issue.

Each of the three sites hosts a weekly "Week in Review" program, a 20-minute podcast of industry experts commenting on important news events of the week. These are given good real estate on their respective home pages and promoted in e-newsletters.

"I sit down with other editors and writers, and we talk about which events of the week are likely to have the greatest implications for our readers — are any recent events going to change the way these people do their jobs? Is there some event that our readers really must know more about?" Jahnke said. The experts, who are unpaid, usually fall into three categories: practitioners (CIOs, CSOs and CMOs) consultants, and authors/professors, many of whom are also consultants. Week in Review podcasts are recorded on Thursday afternoon and posted either late Thursday or early Friday. "We have discovered that with this kind of daily journalism we have to expect some promised interviews to evaporate at the last minute, so we try to have a backup in place," Jahnke said.

Podcasts are appealing for a couple of reasons,

WILLIAM HALL

*CSO Senior Editor **Todd Datz** broadcasts his "Week in Review" program.*

Jahnke said. "One, they allow people to time-shift tasks and double up on tasks. If you are listening to a podcast at your desk, you can do e-mail or other tasks at the same time. You can also download podcasts to an iPod and listen to them during a commute. Also, there is the appeal of listening to a conversation as it unfolds, so that discussions and Q&A's that are podcast are infused with a certain 'live' quality that simply does not exist in print."

CXO Media podcast downloads are currently free and are not yet advertiser-sponsored. Jahnke said CXO Media is now launching its sales efforts for sponsored podcasts. "Sponsors' messages will be played in audio form at the beginning and end of the podcast. Sponsors' messages and logos may also appear on the Web page where the podcast is offered."

Jahnke said CXO Media is in the process of implementing analytics to measure how much traffic podcasts are driving to its sites. "We do have some analytics currently, and they tell us that a well-placed and well-publicized podcast about a relevant subject can drive a lot of traffic," he said. "One podcast, an interview about genetic screening with IBM's chief privacy officer, was the single-most clicked on item on our home page for more than a day."

Archived podcasts will be available "for as long as people listen to them," Jahnke said. The CXO Media sites also offer links to the podcasts of other IDG publications, such as Network World Radio and those of InfoWorld Lead Analyst **Jon Udell**, "because site visitors who like our podcasts are likely to enjoy the podcasts of our sister sites." CIO.com offers the "CIO Daily News Show," a series of daily podcasts of international IT news from the IDG News Service (see IDG World Update, Oct. 24).

For more information contact Art Jahnke at ajahnke@cxo.com.

WU

How they do it

Art Jahnke, CXO Media director of editorial development, said it takes from one to four hours to record, edit and post a podcast.

"Our studio is a regular office with a microphone, headphones, a computer, and something called a RemoteMixC+, a combined audio mixer, headphone amplifier and telephone hybrid. We paid about $500 for the equipment and consider it money well spent."

The RemoteMixC+ allows CXO Media to do two things, Janke said: dial out and call people on the phone, and adjust the volume of incoming conversations and their own voices. The device also eliminates a lot of the noise that CXO was getting with other recording devices. Janke said they encountered a couple of minor glitches. "RemoteMix only works with analog phone lines, and most of our lines were digital, so we had to have some analog lines installed. We record through that device into a computer, which is running a free audio editing software program called Audacity that's easy to download and use. One minor hassle is that Audacity will not export files as MP3s, so files prepared with Audacity must be converted to MP3s with other software." Several links to the software are available on Audacity's site.

noteworthy people

Promotions

CXO Media District Sales Manager **Beth DeVillez** has been promoted to regional sales manager. "In addition to her outstanding work managing the Midwest territory for both CIO and CSO, Beth recently ran out to buy a new pair of cowboy boots to take on the additional responsibility of managing the Southwestern region," said **Bob Melk**, VP, CIO sales, Western region. *bdevillez@cxo.com*

CXO Media's **Kristina Sweet** has been promoted from regional sales manager to Eastern senior regional sales manager of CMO. "Since joining the CMO brand in April of 2005, Kris has really hit the ground running," said **Steve Twombly**, CMO publisher. She immediately established a strong rapport with our running business, and she has sold many new accounts for CMO since that time. Kris brings a wealth of creativity, enthusiasm and energy to CMO, as well as a strong understanding of the integration of print, online, custom publishing and events offerings to her territory" *ksweet@cxo.com*

IDG WORLD UPDATE
Blackwell

PC World Staff Editor **Laura Blackwell** has been promoted to associate editor. "Laura has done a fabulous job working on Top X charts, whether focused on monitors, her main beat area, or on such varied topics as notebooks, monochrome laser printers, or PDAs," said Senior Editor **Kalpana Ettenson**. "Her ability to take on just about any project and handle it with aplomb has made her an extremely valuable member of the Reviews team. In addition to her various Top X duties, Laura also writes the monthly "Download This" column — consistently one of the top-scoring columns on our Web site." *laura_blackwell@pcworld.com*

New employees

PETER SHORT
Mahan

IDC Framingham has hired **Tim Mahan** as a senior account executive. He was previously with Meditech where he worked as a marketing consultant selling healthcare information systems. He holds a B.S. in marketing from Bryant College in Smithfield, R.I. *tmahan@idc.com*

Sonia Gourdin joins IDG Entertainment as an East Coast sales associate for GamePro, coming from Marie Claire magazine where she was a sales assistant. She holds a B.A. in communications media with a concentration in television and film from the State University of New York/New Paltz and is currently working on a certificate in publishing at New York University. A big fan of The Dave Matthews Band, she also enjoys spending time with friends and reading. *sgourdin@gamepro.com*

PETER SHORT
Pucciarelli

IDC Framingham has hired **Joe Pucciarelli** as research director, Pricing and Leasing Evaluation Services. For the last three years he ran an advisory Web site on Patriot Act compliance; prior to that he held a variety of marketing and management positions at software firm Peregrine Systems. He holds a B.S. from Stevens Institute of Technology in Hoboken, N.J. Joe runs his neighborhood's homeowners association and is active in a civic group focused on preserving fresh water resources in Massachusetts. *jpucciarelli@idc.com*

In memoriam

Caddies

IDC Thailand Country Manager **Jason Caddies**, recently diagnosed with Guillain-Barre Syndrome, passed away suddenly due to heart failure on Nov. 7. Originally from the U.K., Caddies was a long-time resident and member of Bangkok's business community. He was 36.

"Jason was instrumental in launching IDC's operations in Thailand in 2003 and contributed to the growth of the research coverage of Thailand's ICT market," said IDC Australia VP/Business Operations **Tehmasp Parekh**, Caddies' manager and now acting managing director of IDC Thailand. "To those who were touched by Jason's life, his gentleness and thoughtfulness will be remembered by all. In spite of the personal difficulties he was undergoing in the last few weeks, his love for his colleagues and his commitment to work were unfailing, driving him to excel and overcome all challenges."

IDC SVP/International Business **Philippe de Marcillac**, who knew Caddies for the past 12 years, said he was very popular with his clients and his team. "Jason was the kind of person who not only saw the glass as half full, he always thought it was about to be refilled," he noted.

IDC Asia/Pacific has created an annual award in Caddies' memory.

Sunil Shah joins CIO India as a copy editor, coming from his role as a reporter with the jewelry magazine Solitaire. He has a postgraduate degree in journalism from the Asian College of Journalism and enjoys theater, film, art exhibitions, sports and reading. He recently finished a diamond grading course and would "be glad to give people getting married a few pointers." *sunil_shah@cio.in*

Previously an office coordinator with Singh and Sharma Associates, **Yogita Sharma** joins IDG India as sales coordinator. She holds a degree in psychology from Delhi University and is in her first year of law school at Mewar College. Away from the office and her studies she enjoys music, reading and playing badminton. *yogita_sharma@idgindia.com*

BILL RIGBY
McLellan

Previously an advertising services manager at the MIT Technology Review, **Amy McLellan** joins Computerworld as a business development specialist. A graduate of Plymouth (N.H.) State College, she holds a B.A. in English and writing. *amy_mclellan@computerworld.com*

BILL RIGBY
Ryan

A U.S. Marine Corps combat veteran and nuclear biological chemical warfare specialist, **Josh Ryan** is now a customer services coordinator at Computerworld. *josh_ryan@computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Shirley Horrocks *IDC U.K.*

23
Stephen Josselyn *IDC*

22
Birgit Götz *IDG Germany*

20
Andrea Kühler *IDG Germany*

16
Carolyn Marsan *Network World*

15
Michaela Maack *IDG Germany*
Thierry Bienfait *IDG France*

14
Gaby van Meijnckens *IDG Netherlands*
Karen Wilde *Network World*

13
Mihály Sipos *IDG Hungary*

11
Neil Weinberg *Network World*
Adam Urbanek *IDG Poland*
Ilva Schuring *IDG Netherlands*

10
Alexander Hüls *IDG Germany*
Diane Elhilow *IDC*
Janis Dempsey *IDC*
Barbara Irvine *IDC*
Natalia Peksa *IDG Poland*
Julien Pottier *IDG France*

9
Shigeru Nakabayashi *IDG Japan*
Wataru Satomi *IDG Japan*
Tehmasp Parekh *IDC Australia*

8
Tanya Bureau *CXO Media*
Alexander Mohn *IDG Germany*
Regina Walker *IDC*
Joseph Howard *IDC*
Hyun-Ju Kim *IDC Korea*
Ludovic Poussier *IDC France*

7
Alex Manfrediz *IDC*
Jennifer Read *IDC*
Magdalena Sobczynska *IDG Poland*
Laurent Courcoul *IDG France*
Michael Howe *IDC Canada*
Mette Holst Thøgersen *IDG Denmark*

6
Michael Guerin *Network World*
Snjezana Popovic *IDG Germany*
Daniela Cimino *IDC*
Gaby Salvisberg *IDG Switzerland*
Károly Mezei *IDG Hungary*
Lars Harkjær Møller *IDG Denmark*

5
Isabella Tomalla *IDG Germany*
Peter Hulleman *IDC Benelux*
Brenda Casey *IDC*
Danielle Atkins *IDC*
Ryan Fitzgerald *IDC*
Rafal Jakubowski *IDG Poland*
Izabela Poswiata *IDG Poland*
Ceila Santos *IDG Brazil*
Hiroki Tanaka *IDG Japan*
Sapphire Yong *IDC Singapore*
Selina Ang *IDC Singapore*
Douglas Jaffe *IDC Singapore*
Kit Yau *IDC Hong Kong*
Stéphane Dufresne *IDG France*
Maarten Reinjnders *IDG Netherlands*
Mike van Zijl *IDG Netherlands*
Jean Philippe Bouchard *IDC France*

4
Michael Trier *IDG Gemany*
Stacy Simler *IDC*
Michelle Bailey *IDC*
Kajita Hisashi *IDC Japan*
Rene de Wit *IDG Netherlands*

3
Deborah Stark *IDC*
Phillip Allen *IDC Australia*
In-Q Han *IDC Korea*
Terry Tsao *IDC Taiwan*
Clark Tseng *IDC Taiwan*
Mark Haung *IDC Taiwan*

2
Ines Pariente *IDG Germany*
Kacper Antoniszczak *IDG Sweden*
Hanne Pedersen *IDG Sweden*
Niclas Söderlund *IDG Sweden*
Silvia Hammarberg *IDG Sweden*
Laura Brisbee *IDC*
Michal Gembicki *IDG Poland*
Liam Gunson *IDC New Zealand*
Jochem Kossen *IDG Netherlands*
Alka Tandan *IDC Canada*

1
Richard Nicholson *IDC*
Marta Hryciuk *IDG Poland*
Andrzej Tulicki *IDG Poland*
Tony Rossiter *IDC U.K.*
Amit Gupta *IDC New Zealand*
Shirley Liu *IDC China*
Manuel Ravago *IDC Taiwan*
Kozaki Shinji *IDC Japan*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

IDG U.S. Presidents Meeting
Nov. 30
Boston
Contact: Carole Dean
carole_dean@idg.com

Comnet and Telecomworld Expo
Dec. 5-7
Vientiane, Laos
www.idgvietnam.com

Syndicate Conference
Dec. 12-14
San Francisco
Contact: doug_gold@idg.com
www.syndicateconference.com

Macworld Conference & Expo
Jan. 9-13
San Francisco
www.macworldexpo.com

Storage Networking World
Jan. 24-25
Shinjuku NS Bldg.
Tokyo
www.idg.co.jp/expo/

Security Conference 2006
Jan. 25-26
Milan
www.idc.com/italy

IDG European Managers Meeting
Jan. 30 - Feb. 1
Marrakech, Morocco
Contact: carole_dean@idg.com

IDC Virtualization Forum: Making Optimal Use of IT Resources
Feb. 6
New York City
www.idc.com/virtualizationforum06

LinuxWorld Conference & Expo
Feb. 14-17
Mexico City
www.linuxworld.com.mx

Directions East
March 2
Boston
www.idc.com

Directions West
March 7
San Jose, Calif.
www.idc.com

CSO Perspectives "Advancing the Strategy; Advancing the Profession"
March 19-21
Huntington Beach , Calif.
www2.csoonline.com/conferences/home.html?ID=742

IDG U.S. Presidents Meeting
April 24
Boston
Contact: carole_dean@idg.com

IDG Asia/Pacific Managers Meeting
June 7-9
Beijing
Contact: carole_dean@idg.com

IDC IT Forum & Expo
June 14-16
Boston
www.idcITexpo.com

IDG European Managers Meeting
June 21-23
Warsaw
Contact: carole_dean@idg.com

For more listings see the Events section on IDG Central.

celebrating 10!

Name
Neal Weinberg

Home
Franklin, Mass.

Joined IDG
December, 1994, as a senior editor at Computerworld.

Career path since joining IDG
Senior editor, Computerworld (1994-5); assistant news editor, Computerworld (1995-97); senior editor, Network World (1997-1998); features editor, Network World (1999-present).

Current responsibilities
My team produces Network World's award-winning product tests, feature stories, Technology Insiders, Management Strategies page, Op-Ed page, Face-Offs and Tech Update page.

Most challenging part of your job
Staying ahead of technology advancements; coming up with innovative ways to present information to our readers.

Latest accomplishment
A guest appearance on [Senior Editor, Reviews] Keith Shaw's Cool Tools video show on networkworld.com.

Career highlight
When Bob Woodward of Watergate/Plamegate fame asked me for advice on how to secure his home network.

Most memorable work moment?
When I was a newspaper reporter in Northampton, Mass., a city councilor once pulled a gun on me because he was upset with something I wrote.

What's kept you at IDG for 10 years?
The opportunity to do quality work.

One thing you'd change about IDG
We need to come up with a catchier name for the company. IDG was OK back when the hot companies were IBM and DEC. Today, we need a name that's more Googlish or Skypelike.

Interests outside the office
Growing asparagus, cooking, watching the WWII channel, reading military history, playing wiffle ball, golf, jogging.

Family
My wife Judy and I have three daughters: Elizabeth, 23, Deborah, 15, and Abigail, 8; and a son, Alex, 19.

What accomplishment at work are you most proud of?
Winning the Cox Cup, the editorial department's miniature golf tournament.

Neal Weinberg *(left) recently celebrated his 10 years of service to IDG at a dinner in his honor as the guest of IDG Chairman* ***Pat McGovern****.*

Favorite thing to do that doesn't cost any money?
Boogie boarding in the ocean.

Favorite way to work off stress?
Grab iPod, plug in headphones, go jogging.

What talent do you wish you had that you don't have?
I'd like to manage a large hedge fund like Jim Cramer, the Mad Money guy on CNBC.

Fantasy job
Play-by-play announcer for the Boston Red Sox.

What others can't tell just by looking at me
I enjoy digging rocks in my back yard and building stone walls with them.

Five people — living or dead — you'd invite to dinner?
Lucy (Australopithecus afarensis), David Ortiz, Seymour Hersh, Alexander the Great, Julia Child.

What is the last good deed you did?
I switched seats on a plane with a woman who was freaking out about the unruly kids sitting behind her.

First job?
Good Humor Man.

One possession you'd grab if your house were on fire?
The blue bag with all my important papers in it.

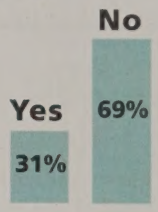
Favorite vacation spot?
Head of the Meadow Beach, Truro, Mass.

Manager's profile
"Neal brings his gift for writing and creative thinking to the feature process at Network World, leading a team that produces award-winning stories and industry-leading product testing. He is as steady as the Rock of Gibraltar, and his wit is about as dry, which are core virtues that any newsroom would value. Oh, and I like the guy."

— John Dix, editor-in-chief, Network World

Question of the Week for Nov. 21

Last month, U.S. scientist and entrepreneur Gregory Olsen returned from a visit to the International Space Station for which he reportedly paid $20 million. If you could afford it, would you go?



Log onto to www.idgcentral.com to weigh in on this week's question: How much time do you spend online in the evening?

IDG WorldUpdate

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

China Computerworld celebrates 25th anniversary

Country's first title for IT professionals is now world leader in IT ad pages

China Computerworld Publishing & Servicing Co. (CCW Co.) marked its 25th anniversary with a celebration for 500 clients, government officials, prominent IT company CEOs and employees on Nov. 13 at the Beijing Kerry Center Hotel.

Following introductory remarks by CCW Co. Chairman **Shi Huaicheng**, CCW Co. President **Liu Jiuru** summarized the company's history and rapid success. IDG was the first U.S. company of any kind to sign a joint venture agreement in China 25 years ago. The initial publication from that partnership and a US$250,000 investment, China Computerworld, was the country's first publication for IT professionals and had a launch team of 16 employees and a circulation of 50,000. Today, CCW Co.'s 500 employees publish nine newspapers and magazines with annual revenues of US$50 million. China Computerworld, which remains its flagship, has a current circulation of 244,277, averages 280 pages per issue and has more advertising pages than any other IT publication in the world.

In a video aired during the celebration, IDG Chairman **Pat McGovern** congratulated the publication on its achievements, noting that it has enjoyed a 30% to 40% annual growth rate. "There's probably no IDG publication that has had more importance as a role model for excellence than China Computerworld," he said. "It has played a key role in the remarkable advance of the IT industry in China, and

continued on page 7

*Participants at China Computerworld's celebration included (l-r): China Computerworld Co. President **Liu Jiuru**; government officials Liu Chenghai, Yu Yongzhai and Gou Zhongwen; Lenovo Holding Group President Liu Chuanzhi and CCW Co. Chairman **Shi Huaicheng**.*

EMEA customers share advice at IDC Client Summit

Managing the complexity of the Europe, Middle East and Africa (EMEA) region emerged as a key theme at IDC EMEA's third Client Summit in Lisbon, Portugal, which last month drew 60 of the company's largest clients from the region.

"This summit has now become a 'must-attend' forum for senior IT and telecom executives who appreciate that IDC is really listening to client's new requirements in order to become their preferred technology advisory partner," said IDC Group VP, Sales & Marketing EMEA **Keith Henry**. "Significantly, the Summit is also recognized by clients as a safe environment where industry peers may share best practices and practical advice. This year more than ever, our top clients demonstrated their faith and trust in IDC as the preferred partner whilst not being shy in highlighting how IDC can improve its value and relevance in the long run."

IDC EMEA President **Roberto Masiero** set the regional context for the two-day event, pointing to the "diversity of countries and people, divergent development dynamics and complexity of culture and communications." **Steven Franzten**, newly appointed group VP/EMEA Research, confirmed IDC's commitment to assisting clients in addressing

continued on page 5

*IDC EMEA/VP Services **Martin Canning** (left) prepares his remarks as a customer addresses attendees at the Nov. 15-16 Client Summit.*

China CW Co. publications

CEO & CIO
CFO World
CMO
China Computerworld
China Digital TV
China Network World
Consumer Electronic World
Digital Power
PC World China

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IDC's European IT Banking Forum analyzes security needs *page 5*

This week on IDG Central

Meet Your Colleague
PCW Newsletter Services Manager Michael England addresses customer issues

Boston/Framingham Local News
Discounts on ski passes, Museum of Science Star Wars exhibit; free Boston Symphony Orchestra tickets

IDG Global Meetings
All available presentations from the PC World and Enterprise Product Line meetings are now posted.

Go to www.idgcentral.com.

in brief newsworthy

Computerwoche's IT Meets Business conference now a "must attend" event

Computerwoche's seventh annual IT Meets Business conference, which has evolved into one of the year's "must attend" events for Germany's top-level IT decision makers, drew more than 170 senior executives to Munich for two days of discussion last month.

Organized around the theme "Shaping Change with IT," the conference featured several well-regarded speakers including Dr. Rolf Kreibich, scientific director and managing director of the Institute of Future Studies and Technology Assessment in Berlin. Speaking about the potential of information and communication technologies in promoting sustainable development, Kreibich urged politicians, business people and scientists to focus on the use of technology in "concerted cooperation" for the conservation of natural resources and to foster economic and social stability among all human beings.

Martha Bennett, vice president and research director for financial services, Europe, with Forrester Research, spoke about "Rethinking Customer Security" and urged banks to boost their efforts in this area. Thomas Lünendonk, managing director of service company Lünendonk GmbH, spoke about the future of business process outsourcing.

Computerwoche used the conference to announce the winner of its annual User of the Year award. For the second year, the award was presented in two categories: large companies (500 or more employees) and small/medium companies (up to 500 employees). Presented in cooperation with the Gartner Group, the 2005 awards went to Heidelberger Druckmaschinen AG for the introduction of Heires, an Internet-based service platform for advanced detection of printing press problems; and in the SME category, the winner was Deutsche Woolworth, recognized for the comprehensive overhaul of its entire IT infrastructure.

*(L-R): Computerwoche Publisher and Editor-in-chief **Christoph Witte** with the winner of the User of the Year award (large company): Michael Neff and Tom Oelsner, both from Heidelberger Druckmaschinen AG), and Computerwoche Journalist **Jan-Bernd Meyer,** who presented the award.*

"This year's conference has once again boosted the dialogue between top IT people and top business decision makers," said Computerwoche Publisher and Chief Editor **Christoph Witte**. "The forecasts by leading analysts along with the presentations by high-caliber users provides a major stimulus for boosting the influence of IT on competitiveness and innovation."

Contact Christoph Witte at cwitte@computerwoche.de. WU

Mac Publishing's Playlist site logs one millionth page view

With Apple Computer making consumer history with the iPod and iTunes, Mac Publishing's Playlist site recently passed its own historical marker by logging one million page views at PlaylistMag.com.

Mac Publishing Marketing Manager **Kasey Galang** attributed some of the uptick in page views to Mac Publishing's decision to link iPod- and iTunes-related stories from its Macworld.com site to Playlist. Launched in September 2004 following the August launch of Playlist magazine, which ceased publication this October, Playlist is "the only Web site specifically designed for the unique informational and lifestyle needs" of digital music consumers, Galang said. PlaylistMag.com offers news, reviews and information on digital entertainment products and the people behind them and provides "the ultimate iPod guide for the legions of iPod and iTunes users."

Mac Publishing Editorial Director **Jason Snell** said the site was initially focused on music as much as technology and looked at non-iPod and iTunes products. "We decided to drop our music coverage and downloads and focus on covering the technology – the iPod and iTunes platform," he said.

Most visitors, who are largely 18- to 44-year-old males, come to PlaylistMag.com primarily for the product reviews of iPods and iPod accessories, Snell said. News and how-to's are also popular. Content is added to the site at least three times a week and usually once a day. Site advertisers include iPod accessories firms, speaker manufacturers and non-Apple online music stores.

For more information contact Kasey Galang at kgalang@macworld.com. WU

The Big Apple

With roughly 80% of MP3 player sales, Apple Computer's iPod easily holds the largest slice of the market pie. According to Mac Publishing Marketing Manager **Kasey Galang**, 20 million iPods have been sold worldwide to date, with Apple seeing a 558% increase in iPod sales in 2005 alone. Apple's iTunes accounts for an estimated 75% of digital music sales; there have been more than half a billion iTunes downloads to date.

Correction

An article in the Nov. 28 issue of IDG World Update, "CXO Media editorial team embracing podcasts," incorrectly identified Martha Heller as director of the CIO Executive Council. Heller is the former managing director of the Council but is now managing director at Z Resource Group, an executive search firm. We apologize for the error.

one on one the interview

Keith Arnot
IDG's international controller is this week's columnist. Reach him at keith_arnot@idg.com.

International Financial Control at-a-glance

Location London

Staff Keith Arnot; **Toby Hurlstone**, international finance manager; **Sung Chik** and **Sean Kelly**, financial controllers.

Mission To make sure that the management reporting from IDG's international operations is accurate and reliable and that IDG's international financial assets are managed efficiently.

Scope of work Review and monitor the financial reporting of 31 media business units, 27 research units, five exposition units, IGS EMEA, and IDG Ventures Europe — all spread across 35 countries in Europe, Asia (including wholly owned operations in China) and Latin America. We are also involved in a slightly different way with IDG's joint venture activities in China.

More online

Go to www.idgcentral.com for more on how the IFC's responsibilities have changed and what challenges are ahead.

Q What does International Financial Control (IFC) do ?

A The IFC oversees the financial management of all the international businesses that are wholly or majority owned by IDG. This includes reviewing and consolidating monthly balance sheets, assisting with annual cash plans and capital expenditure plans, sharing best practices on expense savings, visiting business operations to check that adequate financial controls are in place, managing the international treasury position, advising on corporate tax efficiencies, and evaluating acquisitions, disposals and business restructures for IDG's Management Team.

Q Is effective financial control more difficult to achieve in a decentralized group such as IDG?

A Yes. It's much easier to have effective financial control in a centralized group because you work with one accounting system and one set of accounting routines, with only a limited level of local decision making. This naturally leads to standardized procedures at every operation, which are much simpler to monitor.

At IDG we have a greater challenge because of our entrepreneurial business philosophy in individual markets around the world and the spread of our activities in media, research, events and venture capital. However, we achieve effective financial control by having strong local management, a well-communicated set of financial policies and standard reporting formats.

All international business operations have to adhere to IDG's financial policies; much of our time is spent making sure that they do. However, the day-to-day processes and procedures employed by each business unit to comply with IDG financial policies are the responsibility of each local management team.

Q What do you look for in a well-managed IDG business unit?

A In broad terms I look for whether the business unit is achieving its planned income goal (over time managers are judged by their numbers), whether the employee morale is strong and enthusiastic, and whether the unit's customer base is satisfied with the IDG products and services they receive.

From a financial control standpoint, I look for three things. First is accurate forecasting. With this, you know that management has a keen sense of the business, the market trends and the steps that need to be taken at the operating level to either enhance profits or protect the bottom line. Second is an expense base that is geared as much as possible to variable expenses, so that they can be swiftly adjusted up or down in line with revenue trends. Third is strong cash management — minimizing the amount of cash tied up in receivables and inventory and maximizing finance income.

Q When you review the monthly financial reports, what are you looking for?

A In the profit- and loss- reports we hope and look for smooth reporting and no surprises. We look at the revenue and expense variances to plan and forecast, and do this on an exceptions basis focusing on the larger negative variances. We look for feedback from local management on the plans in place to protect the bottom line.

We look at the financial position of the business unit to make sure that assets are being well managed so that the business has sufficient cash to settle expenses as they fall due and to invest in new business opportunities or to repatriate surplus funds to the Corporate Support Center in Boston.

We review balance sheet line items to ensure that the assets are genuine and properly reflect a future period benefit or will be realized as cash, and that accruals and provisions prudently represent our actual liabilities.

Q How are IDG's financial assets across the globe managed?

A The basic policy on asset management is very simple. What we are aiming to do is turn operating profits into cash as fast as possible through tight working capital management — fast collections, slow payables and controlled expenditure on capital items.

Cash surpluses are then repatriated to Boston for the Management Team to determine how they should be invested. Any cash generated by a business unit that it does not require to pay suppliers, employees, the local tax authorities or invest (which requires corporate approval) in development products effectively belongs to the shareholders (i.e., IDG, Inc.) and should be sent to them by way of dividend or, where appropriate, loan repayments. This is not dissimilar to any other corporation where profits are either distributed to the shareholders as dividends or reinvested for growth. With the increasing level of investment opportunities open to IDG, maximizing this flow of cash to Boston is now one of our highest priorities. WU

IDG India launches first two publications

Real CIO World will circulate to 5,000 top information executives

If customer — and even competitor — reaction is any gauge, the slight delay in the launch of IDG India's first title was worth the wait. Real CIO World, the name approved by the Indian government after several weeks of negotiation, launched last month with an initial controlled circulation of 5,000. The magazine will be published 24 times a year on the 1st and 15th of each month.

The inaugural issue contained 88 pages, 34 of which were ad pages. According to IDG India President **Bringi Dev**, most of the country's top vendors participated in the launch issue including IBM, Intel, Computer Associates, Microsoft, Hewlett-Packard, Dell, Canon, Epson and SAP — and most of these customers have signed long-term contracts.

The editorial, which features a blend of stories focused on the local market and others drawn from CIO magazine in the U.S., includes a cover story focused on attracting, training and retaining an IT workforce in the Indian market where demand far outstrips supply.

The inaugural issue prompted an outpouring of positive feedback, including this comment from the CIO of Otis Elevator Co. (India) Ltd.: "I don't recollect having witnessed such a launch by a media company like this in 20 years of my career. Good principles, good approach, customer-centric attitude — keep it up!"

And from Brian Pereira, associate editor, special projects, at Infomedia India Ltd., which publishes the local edition of Chip, "I was delighted to see a classy Indian magazine on my desk this morning. Browsing through the pages I identified qualities seen in international magazines. Great layout, good structuring and nice articles. This is sure to set a new standard for Indian magazines."

A companion Web site, www.cio.in, launched simultaneously with the magazine, both of which are published in English. In addition to the complete magazine content, the site contains regular news updates from both the reporting staff of Real CIO World as well as the IDG News Service. WU

*For more information, contact IDG India President **Bringi Dev** at bringi_dev@idgindia.com, CIO Editor **Vijay Ramachandran** at vijay_r@cio.in or Services Outsourcing World Editor **Sarita Rani** at sarita_rani@oswmag.com.*

Services Outsourcing World will have global circulation

Catering to the growing number of companies looking to rein in costs by outsourcing certain information technology and business process services to countries with highly skilled but lower cost workforces, IDG India this month launched its second title, Services Outsourcing World.

The monthly magazine has an initial controlled circulation of 20,000, primarily in the U.S., which, according to IDG India President **Bringi Dev**, will grow to 30,000 within a few months' time to cover the major markets around the world.

"This publication will inform corporate and technology executives around the world about best business practices in selecting an outsourcing vendor, negotiating an outsourcing contract and monitoring the execution of that contract," said IDG Chairman **Pat McGovern**. "Since many of the leading outsourcing vendors in the world are located in India, it is very appropriate that Services Outsourcing World is produced by the team at IDG India and then circulated worldwide."

In addition to its own dedicated staff of reporters, Services Outsourcing World will rely on contributions from IDG journalists around the world. Contributors to the launch issue included IDG News Service Washington Correspondent **Grant Gross**, Bangalore Correspondent **John Ribeiro** and CIO Executive Editor **Christopher Koch**. In addition, an Editorial Advisory Board, consisting of Computer-world (U.S.) Editor-in-chief **Don Tennant**, CIO Editor-in-chief **Abbie Lundberg** and IDG News Service Editor-in-chief **Elizabeth Heichler**, serves as a sounding board for the startup's own editorial team, providing advice and feedback on editorial matters.

The inaugural 60-page issue features 10 pages of advertising and a cover story, "Build or Buy," that examines the decision of whether to build an offshore facility or purchase services. A companion Web site, www.oswmag.com, launched at the same time.

Responding to a Boston Herald reporter's question regarding the controversy surrounding outsourcing in some circles, IDG International Publishing Services President and CEO **David Hill** commented, "Whatever side you take, offshoring is here to stay. And it's created an open market for IDG's newest niche magazine. Trying to stop outsourcing is like trying to stop the tide from coming in," he added. "You certainly can't stop it, so we might as well do it well." WU

IDG

December 12, 2005

Research Analyst, Wireless Services (IDC)

IDC's Telecommunications group is looking for a Research Analyst seeking a strong career growth opportunity focused on wireless data and entertainment applications. This individual must possess superior analytical, communication and data management skills. Responsibilities include data collection and analysis of wireless entertainment and media applications as well as market shares for leading wireless providers' in terms of total users, revenue, and traffic. The analyst will also be responsible for development of market forecasts and market share models and for updating models on a quarterly rolling basis throughout the year. The analyst must feel comfortable presenting the results to staff in product and strategic planning roles in the wireless industry, financial analysts, and major content providers. The ideal candidate will have strong analytical and data management skills, proficiency in the use of Microsoft Excel, market analysis/forecasting experience, and the ability to multitask. The analyst must be capable of working with vendors and service providers. A bachelor's degree is required, along with 2-5 years of work experience. In addition to a positive attitude and good interpersonal skills, candidates with experience in the mobile and wireless market are preferred. The position requires the candidate to work out of IDC's Framingham, MA office. Minimal travel is expected. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Reviews Editor (MAC)

The Senior Reviews Editor oversees the assigning, editing, and scheduling of all reviews at Macworld.com, and manages both a senior associate reviews editor and the Macworld lab director. The Senior Reviews Editor will work with fellow Macworld editors to identify key hardware and software products in the market, prioritize them, and ensure that they are assigned and reviewed with the timeliness befitting the fast-paced world of Web publishing. The Senior Reviews Editor will work with Macworld's Director of Online Content and Online Managing Editor to ensure a regularly scheduled flow of content. The Senior Reviews Editor is also responsible for ensuring that an appropriate selection of online reviews are properly reformatted and presented in the monthly print edition of Macworld. Other duties include regular interaction with Mac developers and product manufacturers, and contributions to review-based feature articles for both online and print. Required Skills: Experience editing stories on a tight turnaround a must. Management experience strongly preferred. Familiarity with the Mac market and with Mac-compatible products a plus. ***Location: San Francisco, CA***
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Director, Sponsorship Sales (WEC)

IDG World Expo is seeking an entrepreneurial, results-driven sales professional to join the Sales Team. The Director of Sponsorship Sales will be responsible for building and maintaining relationships across IDG World Expo's event brands with the goals of initiating, developing and closing sponsorship and event marketing opportunities that address our clients' needs and strategic goals while also creating commercially viable revenue opportunities for IDG World Expo. Working in collaboration with exhibit sales managers, marketing staff and event services staff, the Director of Sponsorship Sales will develop and deliver custom packages that allow our clients to garner exposure through branding and networking at our events. Candidates should possess a minimum of 5-7 years of business-to-business sponsorship sales experience, 2 years of sales management experience, trade show and/or conference sales experience, strong IT vendor knowledge and a proven track record of sales success. We are looking for a confident negotiator with the ability to manage multiple tasks, and to operate both independently and in collaboration with exhibit sales managers. Qualified candidates will possess experience interacting with executive decision-makers and the ability to work creatively to devise innovative solutions to complex sales problems. Candidates must also be detail oriented, focused on customer needs, and possess exceptional communication, analytical and organizational skills. A college degree is preferred. This position involves 25-30% travel, visiting key accounts and attending competitive events. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

IDG

Current Jobs, Week of December 12, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Exec	President & GM, Bio-IT World and bio-itworld.com	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editor, Networking	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Edit	Online Editor, Storage	Framingham MA	Piper Sheer	piper_sheer@computerworld.com	508-820-8162
	Events	Executive Programs Assistant/Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Online Projects Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Online Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Mktg	Vice President, Marketing	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Director of Online Technology	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Software Engineer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Sales	VP of Sales/Business Development, CIO Executive Council	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
HR Services Division						
	HR	Human Resources Representative (Temp)	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG						
	Exec	President, IDG Web Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Project Manager	East Coast	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Vice President, Marketing and Research	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Sales	Director, White Paper Strategy	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Staff Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	HR	HRIS Systems Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Operations Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	IS	Online Research Technologist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Research	Competitive Intelligence Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Online	Online Content Producer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online Sales	Online Account Executive	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Tech	Senior Software Engineer	San Francisco CA	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
IPS						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
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	Edit	Senior Reviews Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Associate	Framingham MA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
World Expo						
	Events	Brand Vice President, Macworld	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	VP, Conference Brands	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Marketing Director, IDG World Expo	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, Sponsorship Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
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	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Mktg	Sr. Marketing Specialist, IDeAS and Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Research	Director, Enterprise Solutions Research/Country Manager, II	Miami FL	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Director, Mobility	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Program Director, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Consulting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobile Markets: Consumer and Enterpris	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Wireless Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, WW Printer Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Consumer Multiplay Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Telecom Transformation Strategies and	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Security Products and Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Business Networking and ISP	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Worldwide Telecommunications Equip	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Client Service Representative, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Energy Retail Strategies	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
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	Research	Research Analyst, Global Banking Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Payments Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

Macworld repurposes content with Superguide

Just in time for the holiday digital-camera-buying rush, Mac Publishing last month released "The Macworld Digital Photography Superguide." Available online as a PDF file, the Superguide offers such digital camera tips as buying the right camera, taking the best photos with it and how to organize, edit and print photos. The e-book is available for $12.95 at http://macworld.com/0996.

The 100-plus-page e-book is Macworld's first foray into digital book publishing. "Our readers have been asking for more information about digital photography," said **Jason Snell**, Macworld editorial director. "We've answered those requests with numerous feature stories, reviews and even a dedicated Digital Photo column in the magazine. It only made sense to take everything we've learned about digital photography and make it available in one place."

Three months in the making, the Superguide was edited by Macworld Senior Editor **Kelly Turner**, who, with Snell, compiled the San Francisco-based monthly's digital photography coverage from the past few years and asked Macworld contributors to update, enhance, and expand the information.

Mac Publishing plans to release several other e-books. "Tips/help for new Mac users is probably next," Snell said, "beyond that, we're not 100% sure."

The Superguide comes in the standard PDF format and will be available "until it goes out of date," Snell said. Readers who would prefer a print version of the book can order one for $24.99 through a third-party print-on-demand service (linked to on the Macworld site).

*Contact Macworld Marketing Manager **Kasey Galang** at kgalang@macworld.com.*

European Banking Forum analyzes security needs

Ten years after its debut, IDC's European IT Banking Forum is still going strong. More than 300 attendees — 50% of the registrants were senior executives from banks and financial institutions — came to Milan Nov. 17-18 to learn more about the developments, challenges and successful case studies related to using information and communication technologies in the banking sector, both in a European and an Italian context.

"The European banking industry is involved in an inevitable trend of cross-border consolidation that places new challenges related to corporate and information systems governance," said IDC Southern Europe Group VP and General Manager **Ezio Viola** in his opening remarks. "The need to converge toward integrated platforms and to standardize processes is essential to guiding evolutionary change, in addition to optimizing operating costs."

According to IDC, Western European IT spending in the banking sector will reach US$53 billion in 2006. IDC predicts an IT spending average annual increase of 4.8% between 2004 and 2009, with 5.7% growth expected for the capital markets systems.

Twenty leading IT vendors served as sponsors, including platinum sponsor Telecom Italia, which returned to the event after a few years' absence. Twelve media partners, among them Computerworld Italia and Network World Italia, promoted the event through ads, Web sites and articles. *(For more media partner detail, see this article on IDG Central.)*

*IDC Southern Europe Group VP and General Manager **Ezio Viola** (left) and conference speaker Severino Meregalli, director of the Master's in Information Systems Management Program at Bocconi University in Milan.*

The agenda included senior IDC consultants, five representatives from IDC's Financial Insights company, senior managers from sponsoring companies, Italian and international banking experts and executives from the banking industry.

The conference concluded with a new security segment featuring renowned consultant and author Kevin Mitnick — who also spoke at IDC's Italian Security Conference in March — and two Italian representatives from the Open Web Applications Security Project. The trio examined unusual forms of IT attacks on banking systems and customer accounts, for which normal technological safeguards are insufficient, and presented defensive techniques.

Write to Claudia Corradi at ccorradi@idc.com. WU

Client Summit

continued from page 1

this complexity by developing a new integrated vision, strategy and offering for IDC's EMEA research organization.

The Summit included senior clients from 43 IT and telecommunications organizations across EMEA including, for the first time, Saudi Arabia and Israel. Several key executives enthusiastically shared best practices on important subjects including demonstrating ROI on research investment, how marketing can support channel and field sales and visualizing the telecoms landscape in 2010.

IDC speakers and moderators included Chief Research Officer **John Gantz** (Global Market Update); VP Services, EMEA **Martin Canning**, (Client Best Practices); VP, Technology Market Research **Rich Vancil** (Building a Successful Global Marketing Organization); Franzten and VP CEMA **Tom Schwieters** (Growth in Emerging Markets); VP Telecommunications, EMEA **Eric Owen** and VP **Pim Bilderbeek** (Visualizing Telecoms Landscape 2010); and Group VP Vertical Markets **Luisa Bordoni** (New Vertical/Insights Research Investments).

Overall client feedback was highly positive. "We really appreciate the access we get to IDC's most senior people at the Summit — you don't get anything like this from Gartner" said an HP executive. Another client from TeliaSonera commented, "It's valuable to see everyone is struggling with similar issues."

Many clients paid tribute to the excellent execution and smooth organization of the event, overseen by Henry and managed by the IDC Project Team of Senior Global Selling Coordinator **Irene Ford**, Senior Marketing Specialist **Mathew Heath**, Director, EMEA Publishing **Jonathan Holmes** and IT Manager **Keith Elshout**.

Write to khenry@idc.com. WU

noteworthy people

Promotions

IDG WORLD UPDATE
Hacker

PC World Senior Manager of Online Ad Development **Diane Hacker** has been promoted to director of financial ad operations. "With this promotion, Diane and her team have responsibility for all InfoWorld, Macworld, and PC World print and online billing. They work very closely with the sales, production, and ad operations departments to make sure that the millions of dollars of advertising revenue each month are billed correctly," said **Vicki Peilen**, PC World senior VP, COO, CFO. "Diane has worked tirelessly over the last few years to streamline the booking and billing process, which is no easy task with the many facets and special circumstances involved. Diane's leadership will ensure that this critical function continues to run smoothly for all three business units."
diane_hacker@pcworld.com

New employees

Theresa Walz joins IDC California/San Mateo as enterprise custom solutions client service representative, coming from E2open where she was a receptionist. She attended Foothill College in Los Altos Hills, Calif., enjoys interior design and recently received her real estate license.
twalz@idc.com

InfoWorld has hired **Sheryl Rose** as Eastern regional online sales manager; she was previously national account director with CMP. A graduate of Hofstra University in Hempstead., N.Y., she holds a B.A. in creative writing and enjoys dance, dining and art museums. *sheryl_rose@infoworld.com*

Jean Lee joins Computerworld's Strategic Programs and Events group as a custom events specialist. Previously she was a marketing communications specialist with Brooktrout Technology and dealt with a variety of event marketing, collateral and media visibility initiatives. She holds a B.A. in marketing from Bentley College in Waltham, Mass., and is a Boston College hockey fan.
jean_lee@computerworld.com

IDG WORLD UPDATE
Buhagiar

Melissa Buhagiar joins InfoWorld as a marketing coordinator. She was previously an account executive with CMP's Network Computing and Storage Pipeline. She holds a B.S. in business administration with an emphasis in marketing from San Francisco State University and enjoys running and cooking.
melissa_buhagiar@infoworld.com

PETER SHORT
Connor

Previously a business analyst with WorldCare Clinical, **Chris Connor** comes to IDC's Life Science Insights as a senior research analyst for clinical development. He holds a B.S. in business administration from Babson College in Wellesley, Mass., and a certificate as a clinical research associate. A father of four — including twins — he finds time for martial arts and woodworking.
cconnor@lifescience-insights.com

Michelle Remeny is the new Web development specialist with Computerworld's Strategic Programs and Events group. She was previously Web manager with Hebrew College in Brookline, Mass., and holds a B.A. in English from Boston University. She enjoys music, cooking and interior design and recently received her certification as a practitioner of Reiki, a Japanese form of healing.
michelle_remeny@computerworld.com

Previously a Boston sales coordinator with America Online, **Heidi Squires** joins Computerworld as an online account services specialist. A graduate of Boston's Northeastern University and twice president of the class council, she holds a B.S. in marketing and finance with a minor in communications. In her free time she enjoys playing sports and going to the theater.
heidi_squires@computerworld.com

IDG WORLD UPDATE
Brown

InfoWorld has hired **Allan Brown** as senior audience development manager to build and execute audience development strategies for www.infoworld.com. He was previously president of Casa Way Associates, his own consulting practice. He holds a B.S. in business economics from the State University of New York/Oneonta and an M.S. in industrial relations/human resources from Rutgers University in Brunswick, N.J. In his spare time he takes voice-over classes, enjoys skiing, working out and writing and is the radio statistician for the Golden State Warriors professional basketball team.
allan_brown@infoworld.com

Noris Medina joins IDC Latin America in Miami as an account manager, coming from her role as account manager for SAS Institute. She holds a B.B.A. in marketing from Puerto Rico's Metropolitan University and an M.A. in public image (branding and public relations) from the Public Image Consultant Association in Mexico City. She enjoys dancing — "from hip hop to salsa" — reading at the beach on a sunny day.
nmedina@idc.com

Transfers

Gopico-Tero

Vivian Gopico-Tero joins IDC Framingham as a senior research analyst, coming from her role as senior analyst at IDC Asia/Pacific's Singapore office, where she managed the System Infrastructure research service and Infrastructure Management Software and Security Software Tracker programs. She holds a B.S. in mathematics from the University of San Carlos and an M.B.A. from the University of San Francisco. She enjoys hiking, yoga, opera, gardening and salsa dancing; she recently climbed Malaysia's Mt. Kota Kinabalu and plans to see Peru's Macchu Picchu in 2006. *vtero@idc.com*

Returning employees

KLAUDIA BLASKOVA
Vacheva

Once editor-in-chief of PC World Bulgaria and most recently business development manager at Information Techniques & Technologies, **Neli Vacheva** returns to IDG as country manager for IDC Bulgaria. "Her background makes her extremely well-suited to running the Bulgarian office," said **Tatiana Hinova**, IDC CEMA sales director and regional manager for Southeast Europe. "Her technical, editorial and leadership experience means she has the right combination of skills to oversee everything from data collection and assembly to marketing and customer relations."
nvacheva@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

38
Ted Bloom *IDG*

24
Sheryl Merchant *IDG Global Solutions*

23
Rick Ciliberto *Computerworld*

19
Marianne Kraus *IDG Germany*
Helene Fily *IDG Global Solutions France*

18
Michelle Chase *IDG*
Lars Dahmén *IDG Sweden*
Karen Timons *IDC*
Lucinda Borovick *IDC*

17
Jayne Enos *IDG*
Sally Reinfeld *IDG*
Mary Ann Doolin *IDG List Services*

16
Donna Cahill *IDG*
Elizabeth Heichler *IDG News Service*

15
Sagrario Fernandez *IDG Spain*

14
Hugo Shong *IDG Asia/China*
Kristen Kim *IDG*
Stephen McClure *IDC*
Ewa Budziszewska *IDG Poland*
Maria del Mar Cabanas *IDG Spain*
Mauro Calderara *IDG Italy*

12
Marc Ferranti *IDG News Service*
Kathy Badertscher *InfoWorld*
Sara Nieburg *Network World*

11
Rodney Barnes *PC World*
Elizabeth Martinez *Network World*
Joan Olson *Computerworld*
Michelle Vittori *Computerworld*

10
Kathleen McKay *PC World*
John McArthur *IDC*

9
Diane Bobbitt *IDG*
Kimberly Saccio-Kent *PC World*
Sean Landry *IDC*
Annabelle Ducellier *IDG France*
Wataru Satomi *IDG Japan*

8
Cynthia Reed *IDG*
Jacqueline Dendievel *IDG*
Frederick Broussard *IDC*
Patricia Murphy *IDC*

7
Matthew Newton *PC World*
River Jiang *IDG China*
Ashok Karan *IDC Australia*
Dawn Bomba *IDC*
Laura Hilliard *IDG Global Solutions U.K.*
Rayna Meleedy *Computerworld*

6
Annelise Fortier *IDG*
John Russell *Bio-IT World*
John Cooney III *IDG*
Margaret Um *IDG*
Hans-Peter van Thiel *IDG Netherlands*
Michael England *PC World*
Joyce Jiang *IDG China*
Rachel Lo *IDC Singapore*
Pernilla Kylfält *IDG Sweden*
Peter Hedengran *IDG Sweden*
Ola Rehnberg *IDG Sweden*
Todd Genovese *IDC*
Rena Bhattacharyya *IDC*
Merle Sandler *IDC*
Ralph Sheridan *IDC U.K.*
Cyrille Chausson *IDG France*

5
Joe Pierce *IDG*
Danielle Williams *IDC Nordic*
Viggo Bjerre *IDG Nordic*
Elizabeth Hobbie *InfoWorld*
Gege Cui *IDG China*
Joyce Pang *IDC Hong Kong*
May Fung *IDC Hong Kong*
Caitlin Horgan *Network World*
Joachim Joestingmeier *IDG Germany*
Alexander Motsenigos *IDC*
Miriam Kutcher *IDC*
Terry Cummings *IDC U.K.*
Hiroki Tanaka *IDG Japan*

4
Alan El Faye *Bio-IT World*
Jeffrey Hyman *Bio-IT World*
Capel States *Bio-IT World*
Helen Flagg *IDG List Services*
Lynn Ling *IDG China*
John Klingstedt *IDG Entertainment*
Anne-Sophie Dankens *IDC*

3
Donald Botts *IDG International Publishing Services*
Ronald Moreau *IDG World Expo*
Sheri Cottreau *IDG World Expo*
Bo Lykkegaard *IDG Nordic*
Nils Molin *IDG Nordic*
Emerald Wu *IDC Taiwan*
Sunny Chen *IDC Taiwan*
Agata Joseph *Network World*
Suifran Mak *IDG Entertainment*
Glede Brown-Kabongo *IDC*
Greta Williams *Financial Insights*

2
Janet Ward *IDG*
Patrick Burke *IDG*
Teresina Cardamone *IDG Corporate Communications*
Karsten Fogh Ho-Lang *IDC Nordic*
Jackie Dove *Mac Publishing*
Jeannette Gonzalez *InfoWorld*
Orient Zhu *IDG China*
Shane Bierwith *IDG Entertainment*
Mary Connell *IDC*
Alexandra Thevenin *IDG France*

1
Chheng Hak *IDG International Publishing Services*
Ellen Boland *IDG World Expo*
Shelly Bourbeau *IDG World Expo*
Charles Murelius *IDG Nordic*
James Jia *IDG China*
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Jenna Griffin *IDC New Zealand*
Buck Seng Ng *IDC Singapore*
Jane Wilbur *Network World*
Jennifer Hallett *Network World*
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Robert Huseby *IDG Entertainment*
Thomas Keane *IDC*
Danielle DeMao *IDC*
Nicholas Bisconti *IDC*
Basilio Gonzalez *IDC Mexico*
Sandra Martinez *IDC Brazil*
Alexandre Scaglia *IDG Brazil*
Christine Lelievre *IDG France*
Chris Johnson *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

China Computerworld

continued from page 1

Hugo Shong *(left) president & CEO of IDG Asia/China and* ***Wang Renjie*** *(right), former chairman of the CCW Co., presented crystal souvenirs to the two current employees who have been with CCW for 25 years.* ***Wang Tongfen*** *(second from left) CCW senior sales representative, and* ***Tang Baoxing****, former VP of CCW Co. and now consultant to the CCW president, were recognized for their excellent service.*

it has enabled the Chinese people to become aware of new advances in applications and technology worldwide."

China Computerworld's 25th anniversary issue devoted almost half of its pages to an overview of the development of both CCW Co. and China's IT industry as a whole and features on the impact of IT in market segments such as education, e-government, health care and manufacturing.

This year China CW was named to the "Top 500 Most Valuable Brands in China" by the World Brand Lab, established in 1999 as the first Chinese brand research institute. At No.19, CCW was the only professional media brand among the Top 20, with a brand value of US$393.75 million.

"CCW Co. will use its core competencies to build an even more reliable interactive information service platform, delivering content via print and online properties, expos and mobile devices. Our goal is to be the country's best commercial information service provider of any kind," Liu said.

Contact China Computerworld Executive Assistant ***Guo Xiaoqing*** *at guo_xiaoqing@ccw.com.cn.* WU

off line for fun

Can't work without it

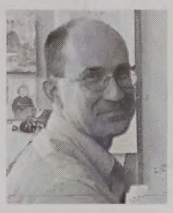
The editors of IDG World Update recently surveyed some of IDG's editors and reporters to find out what one tool makes them more efficient and why they can't do their jobs without it.

I couldn't live without **Mac iCal**. I have to traffic schedules for manuscripts, print pages, editorial whereabouts, training, and keep track of more deadlines that you can shake a DayRunner at. I can view multiple calendars at one time, assign alarm indicators and share calendars with co-workers.

— **Alec Wagner**, deputy managing editor, InfoWorld

Microsoft OneNote syncs up audio recordings with what you are typing. I run a line from my telephone into my computer and record my interviews while I'm typing in OneNote. Then if I need to check a quote I can simply go back to the line I've typed and click on it. OneNote plays back what was being recorded.

— **Robert McMillan**, U.S. correspondent, IDG News Service



Quicksilver is an application launcher that works spectacularly well with OS X [Macintosh operating system]. It does way more than open Word, Excel, etc. (though it does that nicely, too). It finds files quickly, lets me assign quick-keys to launch applications and documents and allows me to create quick little text notes whenever something occurs to me without leaving whatever application I'm using at the time. And I've only scratched the surface of what it can do.

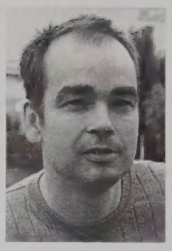
— **Dan Miller**, executive editor, Macworld

I could probably do my job with a mallet, a chisel and a stone tablet if I had to, but there is one gadget I really like. My **Kinesis Classic QD keyboard** helps me type as fast as I need to without making my repetitive strain injury flare up. The curved surfaces are very comfortable, and typing in the Dvorak layout, which keeps all the vowels in the home row, is much easier on my tendonitis. Without it, I probably couldn't take the time out to write this.

— **Laura Blackwell**, associate editor, PC World

I hate to say it, but I couldn't live without **Lotus Notes**. Everything I do is in my e-mail application. If it wasn't Notes I would be living in another e-mail application. Now, keep in mind that does not include Web-based Notes, which is pathetic.

— **Kathy Badertscher**, executive managing editor, InfoWorld

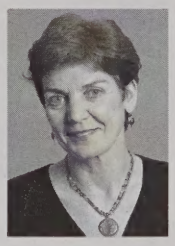


I can't live without **Bloglines** (www.bloglines.com). I use it to keep track of my favorite tech sites. With Bloglines I do not need to go to different sites to see if there is something new; I get all the updates in one place and very fast. Since Bloglines is a Web service I can get to my feeds from any computer, be it at home, the office or somewhere else. If I find something special that I want to keep for future reference I can store the link at Bloglines. One thing to consider: the sites you monitor with Bloglines need to have a RSS feed. I find myself skipping interesting sites that don't.

— **Bo Nordlin**, editor-in-chief, MikroDatorn (Sweden)

When conducting telephone interviews, I find it very useful to use a **GNI Netcom headset**, which makes it possible to take notes very fast at the keyboard. It is almost possible to make a transcript in real time. The only problem with doing this is to get time to reflect on the answers in order to ask new questions while taking notes. The combination of keyboard and headset does provide a very efficient work tool that maybe could be useful for more journalists, instead of pen and paper.

— **Martin Wallström**, reporter, ComputerSweden



Even though I've only had it for a month or two, I can't live without my **Verizon wireless broadband card.** I can access e-mail and the Internet from just about anywhere. Another advantage: I don't pay for high-speed Internet access in the many hotel rooms in which I find myself. No laptop lane or airport wireless network charges either. I just plug in the card and voila! I'm online. It's become an indispensable item in my portable office toolbox, along with my cell phone and Starbucks card.

— **Julia King**, executive editor, Computerworld

Freeware **PureText** (www.stevemiller.net/puretext/) strips any text on your clipboard of any rich formatting and leaves you with the pure essentials. It's ideal if you copy text from web sites, PDFs, spreadsheets or Word documents and you don't want it to mess up your layout. It's quite similar to copying the text to Notepad, but since you can also assign a hot key to this function, this saves a lot of time and aggravation.

— **Volkert Deen**, editor-in-chief, Computer!Totaal (Netherlands)

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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2005: A snapshot of IDG highlights

JANUARY

*Magazine Publishers of America recognizes IDG Chairman **Pat McGovern** (right) with a lifetime achievement honor, the Henry Johnson Fisher Award. Hearst Magazines President & CEO George Green introduced McGovern at the New York City event.*

IDC adds to its vertical-market research offerings with the launches of the Manufacturing Insights and Energy Insights groups.

Silvia Bassi signs on as managing director of IDG Brazil. She previously logged two tours of duty with the company beginning in the 1980s and most recently was managing director at Burson-Marsteller Brazil.

Computerworld and Network World collect a total of five awards in min's (Media Industry Newsletter) Best of the Web Awards.

"Subscription-based information services about information technology are rapidly growing because IT is playing an ever-more important role in our lives and that of our organizations."
— Pat McGovern, chairman, IDG

10+ years

Joanne Capolino, 30 • Josef Lohner, 26 • Donna Pomponi, 25 • Bernhard Weeser-Krell, 23 • Renee Pierce, 23 • Grazia Rovati, 21 • Lee Doyle, 21 • Mark Winther, 21 • Donna Sparrow, 21 • Paul Bonarigo, 20 • John Gantz, 20 • Rebecca Segal, 20 • Brad Thorpe, 19 • Claudette Sears, 18 • Christian Le Gall, 18 • Vincent Half, 18 • Jean Bozman, 18 • Susan Narta, 18 • Veronique Arene, 18 • Ursula Nadador, 17 • Robert Brown, 17 • Katalin Kopácsi, 17 •Erika Schönberger, 17 • Deb Vozikis, 17 • Chris Guio, 17 • Mary Wardley, 17 • Michelle Criscenzo, 17 • Amy Hanania, 16; Ken Fuller, 16 • Miriam Karlin, 16 • David Emberley, 16 • Birte Matsen, 16 • Zsóka Egyed, 16 • Gina Steinmann, 16 • Per Andersen, 15 • Lisbeth Egeskov, 15 • Imre Birkus, 15 • Amanda Patrick, 15 • Marcel Warmerdam, 15 • Lillian Richard, 15 • Seanna Maguire, 15 • Ben Barbante, 15 • Gary Koch, 14 • David Cobb, 14 • Tomas Zrin, 14 • Petr Kubat, 14 • Eos de Feminis, 14 • Raimon Gort, 14 • Kazimierz Szot, 14 • Jennifer Schlee, 14 • Claudia Völk, 14 • Ute Zirus, 13 • Ludger Scmitz, 13 • Harry McCracken, 13 • Michael Wallace, 13 • Felix Gonsalves, 12 • Barbara Kitzis, 12 • Eric Prothero, 12 • Randi Siegal, 12 • Laura Nurzynski, 12 • Shane Rau, 12 • Amy Bartulis, 12 • Jose Gonzalez, 12 •Malgorzata Chwaszczewska, 12 • Wieslaw Pawlowicz, 12 • Ursula Grimm, 12 • Joe Mola, 11 • Piyush Singh, 11 • Fred Driessen, 11 • Jerzy Krupinski, 11 • Andrea Kirchmeier, 11 • Cathy Garland, 11 • Edyta Bajorek, 11 • Greg Morgan, 11 • Peter Jildesten, 11 • Bob Gleason, 10 • Richard Bailey, 10 • Paul Krill, 10 • Yvonne Kappel, 10 • Dennis Philbin, 10 • Harald Fragner, 10 • Mats Lövgren, 10 • Diane Ryczek-Rae, 10 • Stan Erhart, 10 • Eric Owen, 10 • Nancy Taylor, 10 • Wojciech Raducha, 10 • Iwona Bartczak, 10 • Tomasz Janos, 10 • Jeannie Button, 10 • Mustafa Mustafa, 10 • Andreas Helmiss, 10

IDG 한국IDG
INTERNATIONAL DATA GROUP

*General Manager **Andy Yang** (fourth from right) leads the team at IDG's newest subsidiary, IDG Korea, which opened its office this month. The Seoul company is the result of IDG's acquisition late last year of IT World Communications, one of the country's leading online information media and marketing services companies. IDC Korea General Manager **D.H. Oh** (sixth from right) visited the staff on opening day.*

In the news:

iPod shuffle debuts at Macworld Conference & Expo.

PCWorld.com creates IDG.net footer, which allows users to click directly to 14 other IDG sites. Other IDG sites adopt the concept, which aims to raise search engine rankings for participating sites.

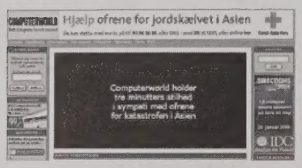
The Marketing Performance Measurement Summit for Business-to-Business Marketers, the first conference hosted by IDC's U.S. Events group and the CMO Research Advisory service, led by **Rich Vancil**, draws more than 160 attendees to New York City.

More than 32,000 Apple aficionados flock to San Francisco for the 21st iteration of Macworld Conference & Expo.

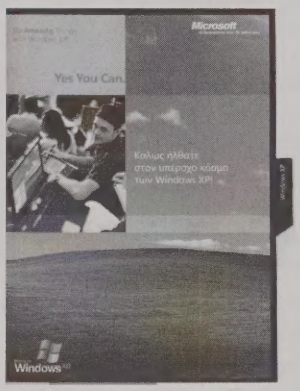
*IDC President & CEO **Kirk Campbell** (left) and IDG Chairman **Pat McGovern** present IDC's highest award for research quality, the James Peacock Memorial Award, to VP/Worldwide Vertical Markets **Luisa Bordoni** (second from left) and Program Manager/Software Pricing, Licensing and Delivery **Amy Mizoras Konary**.*

"IDG has become the No. 1 publisher in China not only in IT, but also in consumer publications (both women's and men's titles) and other business publications, such as electronics, telecom and other trade magazines."

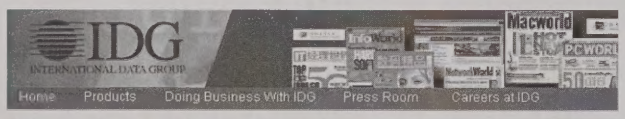
– Hugo Shong, president & CEO, IDG China



IDG offices around the world contribute generously to humanitarian efforts in the wake of the deady December 2004 tsunami in Asia. IDG Denmark and other companies participate in the European-wide three minutes of silence on Jan. 5 to remember the victims.



PC World Hellas experiments with tabbed advertisements, a new treatment for which clients paid almost two-and-a-half times the price of a normal ad.



IDG.com undergoes a makeover, with a new banner, greatly enhanced search tool, and the groundwork in place for a better system of collecting up-to-date and detailed information on IDG's products.

*(L-R): IDG Poland's **Michal Kreczmar**, IDG Spain's **Manuel Pastor** and **Rien van den Bosch** of Best of Publishing in Belgium enjoy a dinner break during the European Online Meeting. More than 60 IDG employees from 17 countries converged in Stockholm, Sweden to explore trends and best practices on topics such as lead generation, ad serving technologies and measuring traffic.*

FEBRUARY

gamerhelp
GAMERS HELPING GAMERS

IDG Entertainment launches www.gamerhelp.com, which provides codes, cheats and game walk-throughs for PC handheld and console games.

In the news:

Carly Fiorina exits Hewlett Packard.

Outsell ranks IDC in the top eight market research growth companies of any type for 2004 with a growth rate of 11%.

*DEMO Executive Producer **Chris Shipley** interviews DEMO founder Stewart Alsop, who was one of 15 World Class Innovators honored during the 15th annual DEMO Conference in Scottsdale, Ariz. The IT industry's crystal-ball event drew 750 business development executives, venture capitalists and investors to see 73 carefully screened products deemed representative of emerging IT trends.*

10+ years

Pat McGovern, 41 • Richard Priante, 30 • Diane Martin, 28• Ney Kruel, 27 • Karen Weston, 24 • Carl Marchi, 22 • Seppi Heber, 22 • Andreas Förth, 22 • Wes Nihei, 21 • Iris Clench, 21 • Deb Goldstein, 19 • Linda Gorgone, 19 • Penny Stevens, 18 • Olga Fernandez, 18 • Magdalena Zabala, 18 • Susan Collins, 18 • Paul Mercer, 18 • Mark Sullivan, 18 • Clare Gillan, 17 • Dan Sommer, 17 • Ana Judith Garcia, 17 • Laura Sears Brady, 17 • Gregg Pinsky, 17 • Miklos Cocron, 17 • Evilee Ebb, 16 • Fatima Ruiz del Olmo, 16 • Ursula Istavrinos, 16 • Martin Fältström, 16 • John Pickett, 16 • Graham Penn, 16 • Lucy Chaudhuri, 16 • Terri Schafer, 16 • Alvaro Morenes, 15 • Monica Capuzzi, 15 • Jeff Oterson, 15 • Amanda Patrick, 15 • Francis Mao, 15 • Györgyi Birkus, 15 • Patricia Smith, 15 • Thomas Wilms, 15 • Istvan Biro, 15 • Cheryl Asselin, 15 • Reinhard Prasse, 14 • Krisztina Selmeczi, 14 • Christine Gibney, 14 • Isabel Perez, 13 • Jacqueline DiBianca, 13 • Aniela Zielinska, 13 • Colin Crawford, 13 • Michalina Nowakowska, 13 • Anders Lottson, 13 • Elga Legranzini, 13 • Ousmane Keita, 13 • Eva Pechova, 12 • Kriemhilde Kippstätter, 12 • Joan Kelliher, 12 • John Brillon, 12 • Doni Moore, 12 • Diane Hacker, 12 • Elana Varon, 12 • Lisa Nilsson, 11 • Yukimi Chiba, 11 • Gabrielle Wheeler, 11 • Max Fuller, 11 • Maria Freiria, 11 • Sue McIntosh, 11 • Davila Cruz, 11 • Wim Gijse, 11 • Doug Gold, 11 • Kevin Normandeau, 11 • Stefan Kaczmarek, 11 • Judith Gil, 11 • Peter Vermeulen, 11 • Jens Stark, 11 • Jennifer Koppy, 11• Damian Sicking, 10 • Márta Rácz, 10• Martin Fatun, 10• Gina Rowles, 10 • Karin Myrén, 10 • Barbara Simon, 10• Natalie Eisner, 10 • Peter Cernik, 10 • Julie Lynch, 10• Julie Boudreau, 10 • Trino Ramos, 10 • Elinet Medina, 10; •Mark Hobson, 10 • Natalie Eisner, 10 • Elaine Cummings, 10• Richard Dean, 10

LinuxWorld Conference & Expo, previously held on the East Coast in New York City, draws bigger-than-expected crowds to Boston, and plans call for the event to move to a roomier convention site in 2006. More than a dozen current and prospective international licensing partners came to Boston to discuss how to to maximize the information sharing and cooperation on the brand worldwide.

CXO Media holds its 13th annual CIO Perspectives on Enterprise Value conference, which offers leading CIOs and technology executives a chance to discuss and share best practices on harnessing technology to achieve business value.

*CIO Germany Editor-in-chief **Horst Ellerman** (center) talks with presenters at the two-day CIO-Hamburg IT Strategy Congress. CIO Germany and the city of Hamburg are in the third year of a partnership that has made the event an essential program for an increasing number of C-level executives. More than 600 representatives from the German and Swiss IT industries attend the 2006 edition.*

MARCH

COMPUTERWORLD LIVE
THE VOICE OF AUSTRALIAN ICT

IDG Australia launches Computerworld Live (http://computerworld.com.au/live), a weekly 20-minute podcast designed for IT managers and senior IT executives that provides news analysis and interviews with key industry figures.

IDG Hungary uses short message service (SMS) during conferences as innovative means of having attendees and speakers interact.

ComputerSweden
Lärarlyft

Computer Sweden commemorates International Women's Day by publishing an issue that features only women as sources and subjects in the photographs.

IDG Germany licenses InfoWorld's online IT Product Guide, which contains details on 3,000 IT products for enterprise buyers.

*Computerworld Executive Editor **Julia King** served as conference chair for Computerworld's Premier 100 event in Scottsdale, Ariz. The sixth annual gathering logged 1,070 total registrants – a 41% increase from '04 – and featured a new element: onsite blogs from 14 attendees and Computerworld staff.*

In the news:

Bill Gates knighted by Queen of England.

For the second consecutive year, IDG takes home more awards than any other media company at the 51st annual American Business Media (ABM) Neal Award ceremony. In addition, two of the three special awards ABM presents annually went to CXO Media Editorial Director **Lew McCreary** (left) and CIO/CSO Senior Editor **Scott Berinato**.

"In the Internet space, you can both serve core audiences and push beyond that. Everyone here should be devising strategies to serve these new audiences with new content and advertising opportunities.
— Bob Carrigan, president, IDG Communications

10+ years

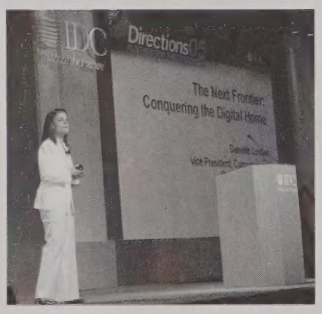
Walter Schöberger, 26 • John Dix, 25 • Shirley Ingram, 24 • Fernando Moran, 23 • Cynthia Sparrow, 22 • Lucy Sheehan, 22 • Terry Lee, 20 • Anne-Lise Wang, 19 • Richard Villars, 18 • Michele Kallin, 18 • Eleni Brisbois, 18 • Vibeke Whitehead, 17 • Judy Bonasoro, 16 • John Kelley, 15 • Sara Messmer, 15 • Grant Clothier, 15 • Heidi Broadley, 14 • Don Tennant, 14 • Susan Cardoza, 14 • Nancy Hannagan, 13• Birgitte Rygaard, 13 • Robert White, 13• Elizabeth McPherson, 13 • Jimmy Yu, 13 • Michael Cooney, 13 • Tom Hoffman, 13 • Marie Söderqvist, 12 • Naohito Kato, 12 • Kris Cunningham, 12 • Klaus Breu, 12 • Jai Vijayan, 11• Gisela Wilson, 11 • Steve Fontaine, 11 • Steve Fox, 11• Antonette Cutone, 10 • Andreas Bergsman, 10 • Armando Lazo, 10 • Mike Weigand, 10 • Jacki McDonald, 10

IDG Ventures Vietnam, the first U.S. technology venture capital fund to set up shop in Vietnam, announced its first two investments this month at a ceremony inaugurating the company's office in Ho Chi Minh City. Managing Director ***Henry B. Nguyen*** *is fifth from left.*

"When it comes to generating an onsite audience, content remains extremely important as a strategic differentiator from competitive events. That's why most IDG event organizing groups have a tremendous advantage by offering face-to-face access to our stellar editorial and/or research content and content creators."

– David Korse, president & CEO, IDG World Expo

This month's signing of an exclusive agreement with German online career marketer JobScout24 will enable Computerwoche to quadruple the number of IT job offerings on its site and increase its site traffic in the meantime.



IDC VP ***Danielle Levitas*** *delivers one of the opening presentations at IDC's 40th annual Directions conference. The one-day event in Boston and San Jose, Calif., drew a total of 2,127 attendees, continuing the trend of incremental attendance gains since 2000.*

IDG Germany's PC-WELT launches a special issue aimed at parents of computer-savvy children ages 8 to 15.

IDC's ***Mike Sullivan, Coby Smith, Jed Scarmella*** *and* ***Ken Krilla*** *were the champions at a bowling event organized by IDC's Event & Charity Committee that raised $4,000 for breast cancer research.*

IDC's fourth annual Italian Security Conference in Milan attracts more than 500 IT professionals and high-level executives and 18 media partners — four more than last year.

Best of Publishing, IDG's Belgian licensee, launches Computerworld as an online-only product, offering IT news and content from Best's five monthly IT titles as well as material from IDG publications worldwide.

By keeping a tight focus on a single topic, IDG Australia's series of CIO Breakfasts have become successful lead-generation tools. Two this month in Sydney and Melbourne each attract 250 attendees.

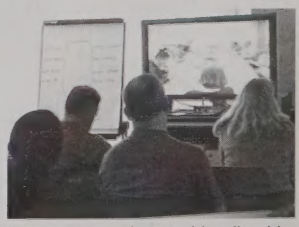
Calling it "the first Spanish online videogame TV," IDG Spain launches GameProTV (www.gameprotv.com), a free site that consists of short on-demand videos that include demonstrations of games for six gaming consoles and mobile phones.

Looking to increase the German market's awareness of the Blackberry mobile e-mail device and generate qualified sales leads, Blackberry's agency Research in Motion teamed with Computerwoche and IDG Global Solutions to promote the Blackberry at the CeBIT trade show.

PC-WELT, Germany's best-selling monthly computer magazine, rolls out an updated design that features a more modern magazine-like look and much tighter integration between the magazine and its Web site.

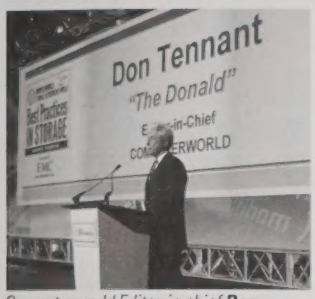
InfoWorld and Xerox's ad agency team up to produce an innovative "French door" gatefold ad, in which the cover opens from the center to reveal the ad. The concept, which was priced at a 15% premium, draws favorable reader reaction.

IDG VP/Business Development & Operations **Colin Crawford** joins the growing list of IDGers communicating in the blogosphere with a Web log (http://colincrawford.typepad.com/) that showcases online trends and tips.

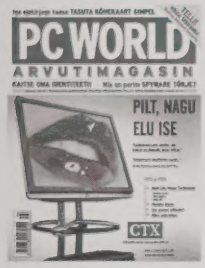


Thanks to some clever multimedia wiring of two PC World conference rooms, PCW staff members could watch and hear a Meet The Editors focus group live from an adjacent room and provide the moderator with questions to ask in the second half of the meeting.

APRIL



*Computerworld Editor-in-chief **Don Tennant** addresses the audience at the Best Practices in Storage awards ceremony during Storage Networking World (SNW). The event in Phoenix was the largest Spring SNW ever, with a total registration of just under 2,700.*



IDG now has a presence throughout the entire Baltic region with the launch of an Estonian version of PC World.

IDG New Zealand publications and staff make another strong showing at the Magazine Publishers Association Awards event in Auckland, winning five categories and earning 10 commendations overall.

Revenue is rolling in from new subscribers to ZOOM Magazine's Gallery Web site, which now has 21,000 photos and 2,000 users. IDG Netherlands recently licensed the six-month-old site's software to other Dutch companies.

PC World's Digital Duo, a 30-minute television show covering all things digital, begins airing on public television stations in the U.S. PCW columnist Stephen Manes and USAToday.com columnist Angela Gunn provide commentary on business and consumer technology products and services.

ager **Kaila Bongiovanni** and Marketing Coordinator **Ben Veechai** display the media kit that won an award from California's Silicon Valley Ad Club, sponsored by the American Advertising Federation.

In the news:

Moore's Law celebrates 40th anniversary.

Computerworld Venezuela turns 20 and celebrates with an issue featuring three times the normal number of advertisements. The controlled circulation title has a readership of 18,000 and is produced by a staff of five.

10+ years

Ursula Sauter, 27 • Penny Winn, 21 • Karen Wallace-Lincoln, 21 • Valerie Sanclemente, 21 • Maria Dolores Hermosell, 20 • Ramón Nacenta, 20 • Judit Fülöp, 20 • Libby Levinson, 20 • Robert Kanes, 20 • Simone Fielder, 19 • Magdalena Koch, 18 • Patricia Sims, 18 • Steve Tozeski, 18 • Rick Pastore, 17 • Kirk Campbell, 17 • Crawford Del Prete, 17 • Peter Gruber, 17 • Michael Carroll, 17 • Kirsten Højrup, 16 • Gabriele Arioli, 16 • Tony Picardi, 15 • Setsuro Tamai, 15 • Ken Xie, 15 • Mª Rosa Rodriguez, 15 • Barbara Sullivan, 15 • Susan Kirmaier, 15 • Hans Königes, 15 • Andrea Piontek, 15 • Christopher Burkhart, 14 • Claudia Dudkin, 14 • Jill Spooner, 14 • Alessandro Degli Ochi, 14 • Ruth Sager, 13 • Maggie Murphy, 13 • Derek Slater, 13 • Christopher Willard, 13 • Chris Christiansen, 13 • Ellen Fanning, 12 • Lisa Golden, 12 • Doreen Francy, 12 • Andre Angeles, 12 • Andrea Weinholz, 12 • Mats Eriksson, 12 • Cheryl Toffel, 11 • Stephen Graham, 11 • Lorraine Cosgrove Ware, 11 • Fredrik Agrén, 11 • Judith Johnson, 11 • Shawn Burke Pecar, 11 • Denise Haines, 11 • Kim Giovanni, 10 • Yuichi Tsujimura, 10 • Naoyuki Sakai, 10 • Lynn Wright, 10 • Martina Reger-Völzing, 10 • Thomas Copeland, 10 • Lucy Docherty, 10 • Mª Yolanda Martinez, 10 • Henry Morris, 10 • Pamela Prince, 10 • Robert Gray, 10 • Aileen O'Donnell, 10 • Brian Kornegay, 10 • Martin Chau, 10 • Madeleine Bonk, 10 • Sebastian Hirsch, 10 • Christian Meyer, 10

*IDC Japan Managing Director **Masato Takeuchi** addresses the crowd at the company's 30th anniversary celebration. IDC Japan marked the milestone with a publication detailing the history of the local market and IDC's contributions to the industry.*

PC World Philippines hosts its second annual Best IT Products Awards ceremony, which draws 150 attendees and six sponsors.

PC World named Best Computer Magazine/Consumer and InfoWorld wins for Best Regularly Featured Web Column at the Western Publications Association's Maggie Awards ceremony.

The Computerworld Honors Program presents CW Honors medals to 160 men and women representing organizations and institutions that are leading the technology revolution.

Eigteen senior IDG managers from seven countries spend a week in Cambridge, Mass., to hone leadership skills and focus on growth from increasingly diversified revenue streams at IDG's Global Media Institute.

"The convergence of multiple forms of entertainment content such as music, movies, games and the anticipated development of new forms of programming surrounding this melding of entertainment content will be a big opportunity for IDG Entertainment to expand its business."

– Dan Orum, president, IDG Entertainment

*IDG Bulgaria launches an IT in Higher Education conference that draws attendees from more than 80% of the country's universities. The events team organizes eight events annually. (L-R): **Cvetan Hinkin**, sales manager; **Jordanka Slavcheva**, sales manager; **Stoyan Pissov**, IT support technician; **Nely Yolovska**; deputy managing director; **Nadia Karadjova**, event manager and **Bisser Boev**, IDG Bulgaria general manager.*

"Insights customers... consider it important to have a team dedicated to their industry providing them with technology advice, but they are pleased to know that the business unit is fully supported by the 40 years' experience and strength of IDC."

— Kirk Campbell, president & CEO, IDC

Demonstrating their confidence in IDC's ability to reprise the success of last year's inaugural Outsourcing Forum East, all four major sponsors quickly resigned for the 2006 edition, increasing their sponsorship levels in the process.

*Newly appointed IDC Asia/Pacific Managing Director **Eva Au** joins IDC SVP/International Business **Philippe de Marcillac** (left) and SVP/Verticals Markets & New Ventures **Dennis Philbin** at the Directions conference in Singapore, which drew more than 500 attendees, topping last year's attendance by 70.*

Working with IDC's regional marketing group, IDC Philippines organizes the company's first Directions briefing in Manila.

*IDC Senior HR Representative **Michelle Hockman** spends some time with Isabel Floyd, daughter of Sales Director/Hardware Services **Tracy Floyd**, who was one of 70 youngsters at in IDC's annual Take Your Children to Work Day in Framingham, Mass.*

MAY

Computerworld Kazahkstan, a monthly, launches with a circulation of 2,000.

CIO and InfoWorld make BtoB magazine's "MediaPower" list, an annual ranking of the top 50 business-to-business media venues.

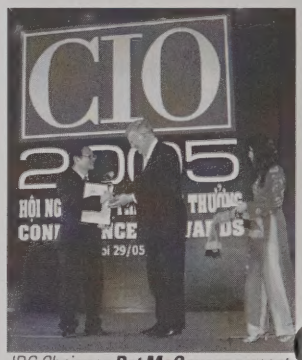
IDG Switzerland introduces Developerworld, a magazine-within-a-magazine that's the first local product for Swiss developers. The title debuts within a redesigned Computerworld Schweiz that's now in a magazine format.

In the news:

Microsoft takes wraps off Xbox 360 at E3.

IDG is named to the Boston Business Journal's Best Places to Work list. More than 240 companies in Massachusetts contended for 20 spots in each of three size categories.

Just in time for the latest Star Wars film, IDG Entertainment releases two new publications as part of its three-year contract to produce Star Wars Insider magazine and special projects such as the Episode III movie program.



*IDG Chairman **Pat McGovern** presents an award to one of 10 IT professionals honored at the first CIO Indochina Conference & Awards event, organized by IDG Vietnam in Hanoi. The group also launched ICT in Cambodia this month.*

IDG Ventures Boston closes its second fund, which, for the first time, includes a select group of outside investors.

10+ years

Bob Wescott, 27 • Christian Mahler, 25 • Dorothy Adams, 22 • Don Best, 20 • Diane LaLumiere, 20 • Bob Ostrow, 19 • Martin Hingley, 19 • Patrick Kenealy, 19 • Mary Musgrave, 18 • Michael Deutsch, 18 • Stephen Lennox, 18 • Bruce Buckman, 17 • Vicki Peilen, 17 • Anthoula Andrisani, 17 • Brian Clarke, 16 • Basilio Rodriguez, 16 • Ruggero Vota, 15 • Philippe de Marcillac, 15 • Margaret McAvenia, 15 • Mandy Tse-Wong, 15 • Adele Lee, 15 • Gigi Wang, 15 • Paula DeMeo, 14 • Randy Ross, 14 • Trace Weatherford, 14 • Ágnes Héjjas, 14 • Mandie Johnson, 14 • Nilde Meregalli, 14 • Christopher Norman, 14 • Claus Egge, 14 • Megumi Okamoto, 14 • Jean Dellarobba, 13 • Nancy Jonathans, 13 • Masato Tsuchiya, 13 • Kimberly Brinson, 13 • York von Heimburg, 13 • Rosa Guerinoni, 13 • Dana Thorat, 12 • Zdena Vratislovova, 12 • Malgorzata Brudniak, 12 • Gerald Wee, 12 • José Laco, 12 • Jim Sullivan, 11 • Elisabeth Rainge, 11 • Julie King, 11 • Dan Kusnetzky, 11 • Maria Nieves Santana, 11 • Jill Jones, 10 • Michael Goldberg, 10 • Urs Flückiger, 10 • Klaus Krabbe, 10 • Jeroen den Haan, 10 • Wolfgang Leierseder, 10 • Tatiana Engurasoff, 10 • Dorothy Allen, 10 • Lisa Radler, 10 • Karen Smalarz, 10 • Nancy Koral, 10 • Michael Hall, 10

Bio-IT World CONFERENCE+EXPO

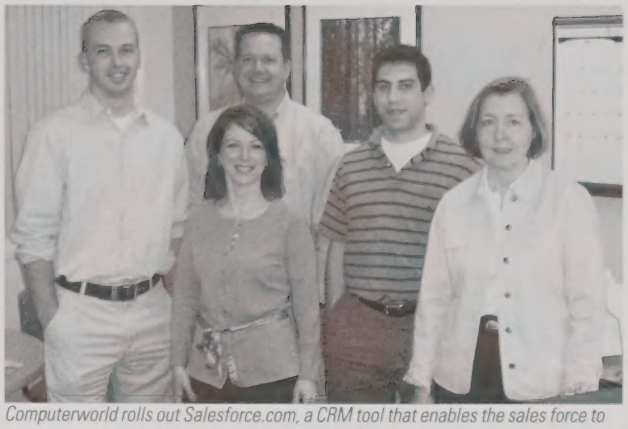
IDG World Expo's fifth annual Bio-IT World Conference & Expo attracts 90 exhibiting companies to the Hynes Convention Center in Boston – a 19% increase over last year.

Networkworld.com replaces NWFusion.com, as Network World introduces an extensive redesign of its Web site, building on a successful 10-year track record while offering enhancements designed to solidify its position as the leading online resource for network IT executives.

Marshalling the talents of its sales, editorial, marketing and engineering departments and partnering with IDG World Expo, InfoWorld launches SOA Executive Forum, positioned as the market's first industry-focused service-oriented architecture (SOA) conference.

IDC Italy and IDG Italy co-organize the first CIO Conference 2005. The event drew more than 450 CXO-level attendees and marked the debut of IDG Italy's quarterly CIO magazine.

IDG Poland teams up with Poland's largest media company to offer online advertisers a chance to reach more than 45% of the country's Internet users.



*Computerworld rolls out Salesforce.com, a CRM tool that enables the sales force to handle and share data in real time and from multiple locations. Task force members included (l-r) :Director of Marketing **Matt Duffy**; Sales Business Manager **Laureen Austermann**; VP, Online Sales **Gregg Pinsky**; Sales Program Specialist **Colin Longval**; and Director, Sponsorship Sales, **Ann Harris**.*

PC-WELT aims for an edge in the highly competitive German IT magazine sector with a "DualDisc" cover mount, which offers both DVD and audio CD content.

*Thirty-three up-and-coming IT leaders are honored at the first CIO Ones to Watch awards. CIO Executive Editor **Edward Prewitt** (l) and CXO Media CIO **Mark Hall** present an award to Cheryl Monroe of Align Technology.*

MediaMark Research Inc. shows that PC World reaches nearly 90,000 more readers than PC Magazine, and handily beat Forbes, BusinessWeek and Fortune as well.

***Antii Oksanen**, executive editor of Tietovikko, the Computerworld-style title from IDG's Finnish publishing partner Talentum Media, speaks at the inaugural CIO of the Year Campaign.*

GamePro rolls out a new design with its 200th issue, which features a 17-page cover story chronicling the gaming industry's major milestones and top games.

Syndicate The Premier Event for Content Syndication Trends

Syndicate, a first-of-its-kind B2B conference focused on emerging trends and technologies in content syndication, draws 350 attendees — 100 more than expected — to New York City. Given its success, IDG World Expo announces the series will expand to the West Coast in December.

IDG China and Reed Business Information team up in another joint venture agreement, launching the bi-weekly trade newspaper TWICE China for the consumer electronics industry.

"IDG is growing ever bigger, ever more diversified, and ever more global — and so are our biggest clients."
— Pat Kenealy, CEO, IDG

CMO Magazine receives a merit award in the Society of Publication Designers 40th Annual Magazine Design Competition for CXO Media Associate Art Director **Scott Shultz**'s design of a CMO magazine article.

More than 30 staff members participate in a Computerworld Community Service Council-sponsored effort to spruce up two local schools, spending the day painting, rototilling, planting trees and mulching. That evening, the group returned to one of the schools for a softball game against TechTarget.

JUNE

Computerworld President & CEO **Bob Carrigan** is named to a newly created post: president of IDG Communications.

"Print remains an important part of an 'integrate marketing' solution for advertisers. The majority of our print sales today involve online and/or event elements. They can have print for branding, online for lead gen, and events for making in-person contact with prospects."

— Bob Carrigan, president, IDG Communications

*(L-R): Network World VP **Kevin Normandeau** readies his presentation at the IDG U.S. Online Meeting in Boston with help from Network World Director of Business Development **Norm Olean** and IDG International Publishing VP/IS and event organizer **Morris Effron**. More than120 employees from 18 countries discussed how not to concede anything to search engine companies and how to leverage the power of the IDG brand.*

games.net the net effect

IDG Entertainment introduces the portal Gamers.net, a centralized collection of gaming content offering industry news and opinion, tips and cheats, buying information, blogs, game and movie trailers and more.

PC World's editorial team participated in a variety of seminars at Iran's largest IT exhibition, ELECOPM 2005. The staff manned a redesigned and enlarged booth and signed up 1,320 new subscribers, augmenting the current distribution of 7,700 copies that have a readership of 12 to 15 people per issue.

*IDG hosts Vietnam Prime Minister Phan Van Khai (far right) during part of his historic trip to the U.S., the first by a Vietnamese prime minister since the end of the Vietnam War. IDG Asia President & CEO **Hugo Shong** greets a vice minister.*

In the news:

Apple shocks industry in switch to Intel chips.

Fourteen employees from seven countries gather in Amsterdam for the European Media Management Institute, a three-day program that explores IDG from a functional and operational perspective.

The Computerworld Honors Program bestows 21st Century Achievement Awards to 10 organizations from around the world that have shown outstanding examples of how IT can improve society.

MAC OS X HINTS

Mac Publishing brings under is corporate umbrella the MacOSXHints Web site (www.macosxhints.com), the largest community site with user-driven hints and tips.

Bio-IT World Best Practices AWARD

Bio-IT World magazine honors winners of its third annual Best Practices Awards at the National Press Club in Washington, D.C. The awards honor the innovative use of technology and business strategies that accelerate the drug research and development process.

*VPs **Brad Thorpe** (IDC Enterprise Major Accounts) and **Matt Yorke** (IDG Corporate Sales) coordinate their first joint sales meeting to encourage collaboration and a better understanding of how their groups approach customers and the sales process.*

Computerwoche and CIO Germany organize IDG's German-Chinese IT Summit to explore issues that CIOs need to consider as they expand their companies' operations into China.

After a two-year hiatus due to SARS and the transition to licensee Questex, Computerworld Hong Kong brings back its product awards competition.

Mac Publishing and Geek Cruises team up for the fourth MacMania Cruise, a floating classroom featuring industry figures and Macworld editors who lead classes and discussions for 200 or so Mac enthusiasts.

Networld World earns honorable mention in the Customized Web Site/Microsite category at min's Integrated Marketing Awards presentation in New York City.

IDC Italy launches, in cooperation with two Italian agencies, a project to boost the local economy and the Italian IT industry.

10+ years

Debra Sobin, 27 • Robin Robison, 25 • Matt Smith, 25 • Debbie Waters, 23 • Francisco Zabala, 23 • Derek Hulitzky, 22 • Mitch Betts, 21 • Rick Buroni, 21 • Rudolf Schuster, 20 • Walter Kainz, 20 • John Robison, 19 • Pim Bilderbeek, 19 •Rex Farrance, 18 • Norman Noble, 18 • Frank Genovese, 18 • Susanne Kratoschka, 18 • Gaby Kirschbaum, 18 • Gary Anthes, 18 • Lottis Bergsson, 17 • Bronwyn Harrison, 17 • Andrew Sambrook, 17 • Julie Gilbert, 17 • Paul King, 16 • Janet King, 16 • Francisco Sanchez, 16 • Philippe Rose, 15 • Bea Horváth, 15 • Ilona Rodriguez, 15 • Noboru Masuda, 14 • Maurizio Lazzaretti, 14 • Marlene Buschbeck-Idlachemi, 13 • Karen Mulligan, 13 • Agnieszka Cybulska, 13 • Stephen Lawson, 13 • Mark Levitt, 12 • Michael Riis, 12 • Stephen Compton, 11 • Aranzazu Garcia, 11 • Anne Ridyard, 11 • Caryn Bousquet, 10 • Diane Nadeau, 10• Simon Jary, 10 • Amie White, 10 • Monica Sambataro, 10 • Emmie Hung Clark, 10 • Jager de Jeroen, 10 • Tony Olvet, 10 • Christopher Greene, 10 • Måns Klockar, 10

IDG

Current Jobs, Week of December 26, 2005

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Exec	President & GM, Bio-IT World and bio-itworld.com	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Web Developer	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Computerworld						
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Senior Writer	Open	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Edit	Online Copy Editor/QA	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Online News Writer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Director of Online Technology	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Software Engineer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Client Services Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Exec	President, IDG Web Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Project Manager	East Coast	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, White Paper Strategy	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Staff Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Operations Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	Research	Competitive Intelligence Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Edit	Online Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Online Content Producer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Project Manager, Lead Gen Products	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online Sales	Online Account Executive	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Tech	Senior Software Engineer	San Francisco CA	Derek Butcher	derek_butcher@infoworld.com	415-978-3178
IPS						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Edit	Senior Reviews Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Associate	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
World Expo						
	Events	VP, Conference Brands	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Marketing Director, IDG World Expo	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, Sponsorship Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Mktg	Marketing Intern	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Mktg	Marketing Specialist	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Operations	Business Analyst, New Ventures and Vertical Business Units	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Storage Software Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Director, Mobility	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Director, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobile Markets: Consumer and Enterpris	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Wireless Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, WW Printer Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Consumer Multiplay Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Telecom Transformation Strategies and	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Business Networking and ISP	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Sr. Research Analyst, Worldwide Telecommunications Equi	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Client Service Representative, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Analyst, Corporate Banking	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Global Banking Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Payments Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

IDG

Dec 26, 2005

Senior Writer (CWI)

Computerworld has an opening for a senior reporter who will focus on producing news stories for both Computerworld.com and the print newsweekly edition of Computerworld (U.S.). The individual in this position will report to the News Editor or Assistant News Editor. The successful candidate will be highly skilled in reporting and writing, with a demonstrated ability to work quickly, write multiple Web news items each day and break news stories for an enterprise IT audience. The writer will be able to update and polish the best stories for use in the print newsweekly. This person must have at least 5 years of reporting experience in the computer industry, with demonstrated excellence in reporting and writing and a solid understanding of the needs of IT readers. Also essential is a demonstrated ability to meet deadlines, work productively under pressure and communicate professionally with editors, graphic designers and the copy desk. The job includes regular travel to user sites and industry conferences. ***Location: Open***

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Copy Editor/QA (CXO)

The CXO Online Copy Editor/QA is primarily responsible for accurate postings of content and basic quality assurance on each of our four websites. This position requires a maniacal attention to overall quality and detail, particularly spelling and grammar coupled with an ability to turn copy around at Internet-speeds. On the QA side, this person will develop and execute site test plans, develop and maintain automated site tests, and contribute to ongoing process improvement. The Online Copy Editor/QA will also be responsible for proofing Focus Guides and will work closely with the Web Editor/Newsletters to proof all weekly newsletters. In addition to four years of copy editing experience, this person should also know the rudiments of HTML and formal QA methodologies and associated deliverables. Excellent teamwork, communication, prioritization and multitasking skills are required. Familiarity with technology content is a plus. ***Location: Framingham, MA***

Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online News Writer (CXO)

The CXO Online News Writer is primarily responsible for timely contributions throughout the day to the CIO, CMO, and CSO websites of the most current news culled from the IDG News Service, IDG sister sites and the major news organizations. Each item will be spun to emphasize the significance of the particular story to the CIO, the CMO or the CSO. The Online News Writer should have at least five years experience with daily journalism; familiarity with information technology and business-related subjects is a big plus. This writer will also interface with the print "beat" owners for news analysis as needed. In coordination with the Web Executive Editor and the print editors-in-chief, the News Writer will craft a "code red" policy for big breaking stories and how they are treated on the sites. The New Writer will also need to be immersed in the online stories from print and the websites in order to include timely links between the news and features already onsite to help drive traffic. In addition, this position will be responsible for news-related newsletters. Must have good reporter instincts and a clear, concise writing style and able to work well in the various publication teams. ***Location: Framingham, MA***

Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Client Services Specialist (CXO)

CXO Media, publishers of CIO.com, CMOmagazine.com, CSOonline.com, seeks an energetic Client Services Specialist to manage online advertising campaigns. Duties will involve the management of custom campaigns including: serving as internal and external day to day contact, managing program launch, audience development, lead generation, analyzing reports, optimizing campaigns, and working with the advertiser to resolve issues. The ideal candidate will have at least three years of experience in online advertising and project management, be familiar with online optimization techniques and have excellent communication skills as this position will entail a great deal of agency and client contact. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Marketing Intern (IDC)

IDC has a paid internship opportunity that will provide a motivated student with practical, "real-world" experience and a chance to learn more about marketing in the IT industry. IDC's Enterprise Computing and Worldwide Trackers and Forecasters Groups are seeking an energetic individual with a "can do" attitude to join the marketing programs team to manage marketing programs for IDC's worldwide research. This position affords an excellent opportunity to manage many aspects of marketing communications within the context of these varied research programs. Activities performed in this role include overseeing all the promotional writing for the group including: press release writing, promotional writing for email campaigns, Web and newsletter content, list management, tracking marketing metrics, coordinating breakfast briefings at major trade events, and collateral creation. Exceptional written and communication skills are needed as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts, IDC's sales force and outside freelance designers. The candidate must be an independent self-starter who is organized, creative, and capable of working on several different projects simultaneously. This individual must have good people skills and the ability to motivate others. 2-4 years of marketing experience including promotional writing, creative visualization and marketing communications is desired. Familiarity with Microsoft Office products is essential. The position is part time (approximately 20 - 25 hours per week) and is based in Framingham, MA. Dates: January - March 2006. ***Location: Framingham, MA***

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Specialist (IDC)

IDC is seeking a Marketing Specialist to coordinate, manage and track details for external marketing campaigns and internal marketing resources. The IDC program the individual will support in conjunction with the Marketing Programs Director is the Global Access group (Investment Research Services, Global IT Advisor, and IT Advisory Tools). The core responsibilities of the Marketing Specialist are: Managing the Access group Breakfast Briefing invites, RSVPs, and logistics; Working with IDC analysts on events and marketing promotions; Managing the leads tracking database; Coordinating the event marketing campaigns utilizing the Bigdough, VentureXpert & Zoom Information leads databases; Coordinating logistics for conferences/events – IDC's annual Directions conference and specialized events; Creation of IDC Fact Sheets; Distribution and organization of collateral materials; Maintaining/updating the marketing materials housed on IDC's Knowledgebase based intranet system; Overseeing and tracking the marketing budgets. The Marketing Specialist will interact with individuals both internal to IDC and with clients of the Global Access group. Interaction will primarily be through phone and email for event planning and registration. The Marketing Specialist should understand the basics of the marketing process and how to maneuver the steps of a marketing project plan. The individual must be very detail oriented and enjoy all of the steps involved in planning events and marketing campaigns. In addition, it is important for the individual to have demonstrated clear written and verbal communication skills. Because the Marketing Specialist will be working to support multiple programs across IDC, the ability to handle multiple projects simultaneously is the key to success. Proficiency in MS Word, Excel & PowerPoint is required. An interest in the marketing function and the IT industry along with a BA degree and two-three years of relevant marketing work experience is preferred.

Location: Framingham, MA

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Applications Developer (IDC)

The IDC IT group is seeking a Senior Applications Developer who has experience creating and enhancing software applications that are used both internally and externally. Most applications are web based in order support IDC's global infrastructure and customers. The individual in this position will play a key role in mission-critical system design, development and deployment on all of IDC software platforms. Systems cover all aspects of IDC's business including content management, analysis tools, customer searching tools, delivery mechanisms and data input. The Senior Applications Developer will primarily interact with the IT planning group in Framingham. This can also include leading teams of developers on several projects. The individual in this position may be responsible for several if not all pieces of a design including front end, back end and business logic. At least eight years of working experience with a relational database and stored procedures/packages. Oracle pl/sql is preferred but SQL Server transact/SQL will be considered. At least 4 years of JAVA and JSP experience or equivalent is required. Additional experience with Excel, Verity, Microsoft Word object model and VBA is also desired.

Location: Framingham, MA

Contact: J. Klepper, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Mobile and Wireless Infrastructure (IDC)

IDC's Mobile & Wireless Infrastructure Research Program is seeking a Senior Analyst to cover market and technology trends in the global wireless infrastructure industry. The wireless infrastructure industry is increasingly gaining salience as a dynamic area of research as network operators migrate their infrastructures to the next generation to offer new and innovative mobile services. Market coverage areas will include 3G networks migration, wireless edge, wireless core, WIMAX, and WIFI. The analyst will be responsible for gathering and analyzing qualitative and quantitative information, and synthesizing multiple industry trends into comprehensive reports. Other responsibilities include working with IDC analysts around the world, maintaining publication deadlines, and publishing client deliverables. The analyst will be responsible for responding to inquiries and developing relationships with various IDC clients including infrastructure industry executives, Wall Street analysts, and the media. The ideal candidate will have strong writing and analytical skills, proficiency in the use of Microsoft Excel, and familiarity with survey research. The candidate must have 3-5 years experience in the wireless telecommunications industry and be familiar with the leading wireless technologies and vendors. Some travel is expected. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_Jobs@idc.com

Online Editor (IFW)

InfoWorld.com has a fantastic opportunity for a qualified candidate to join its editorial online team as Online Editor. The Online Editor will report to the executive managing editor and be responsible for updating the home page and news page during the afternoon shift, and vertical microsites on a weekly basis. Online Editor will also contribute to our Tech Watch news blog and occasionally to the InfoWorld Daily site blog. The Online Editor will also be responsible for editing and writing online news stories. The Online Editor will work closely with our news team and the IDG News Service in the timely posting of enterprise technology articles. The ideal person will thrive on working in a fast-paced challenging environment and be comfortable with handling multiple details. This is an on-site position in San Francisco. The ideal candidate must have the following minimum requirements: A degree in English, journalism, or a related field; Writing/editing experience in IT media is a must; Online publishing experience also a must; Experience with online content management systems; Blog and online community savvy; Comfortable with taxonomies and tagging content; Fluent in Web-analysis tools; Familiarity with/interest in podcasting and Web/screencasting is a plus. ***Location: San Francisco, CA***

Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Project Manager, Lead Gen Products (IFW)

InfoWorld is looking for a Project Manager for Lead Gen Products to create, execute, promote, optimize and summarize/report on webcasts, white papers, and other online lead generation programs on InfoWorld.com for a variety of clients in the technology space. Position will work closely with sales, advertisers, audience development, content creation/production, ad trafficking, third-party service vendors, and other internal and external clients to produce multiple simultaneous, complex projects, ensuring that they remain on schedule and on budget. Requirements include intensive project management skills as well as a minimum five years experience that encompasses all of the following: direct marketing, copy writing, web design, and campaign management and reporting. Candidates should also be familiar with ad operations, ad trafficking, and web site performance reporting. ***Location: San Francisco, CA***

Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

JULY

Michael Friedenberg joins CXO Media as president and CEO. Friedenberg was the former senior VP, Strategic Customer Development at CMP.

The CIO Executive Council announces the expansion of its operations to Australia and Canada. The Council currently boasts 230 paid members. The two new offices will address local government policy, economic and business issues and facilitate members' interactions and collaboration with other CIO Executive Council members worldwide.

Matthew Sweeney is named president, CEO and publisher at Computerworld. Sweeney succeeds **Bob Carrigan** who was named president of IDG Communications in June.

Vietnam Computerworld Expo marks its 10th anniversary and sets several new attendee and exhibitor records while solidifying its reputation as the foremost IT event in Indochina.

IDC Europe, Middle East & Africa signs a license with IDG World Expo giving it the rights to produce LinuxWorld Conference & Expo events in Italy, Spain, France, Finland, Poland and Dubai.

*(L-R): **Ralphe Manzoni Jr.**, executive editor online; **Paulo Amaral**, director online; and **Silvia Bassi**, IDG Brazil country manager.*

IDG Brazil adds price-comparison engine on its IDG Now! site to help readers find and compare prices on technology products. In May, IDG Shopping had 88,158 page views and 22, 208 unique viewers. After the price-comparison engine was added, July numbers jumped to 291,000 page views and 85,000 unique viewers.

CXO Media Director of Content Development **Tom Field** publishes first biography of famed comic book cartoonist Gene Colan.

*Network World VP, Online **Kevin Normandeau** and COO **Mike Draper** played key roles in developing the IDG Partners online platform.*

Network World launches custom-designed online microsite platform for client to broadcast their news, product information and education campaigns. The platform (www.idgpartners.com) is designed to be a collaborative effort among IDG's various sites.

Macworld Conference & Expo takes place over four days in Boston and features a free music festival held in conjunction with Berklee College of Music.

IDG Sweden launches PC-Tips & Tricks. The magazine, which will be published eight times a year, focuses on helping readers maximize the performance of their PCs and peripherals.

Macworld Italy makes its first venture into book publishing with the release of Macintosh Story. The 224-page book traces the 22-year history of Apple Computer, Inc., from the launch of the Macintosh to the its recent switch to Intel chips.

In the news:

European Union rejects software patent law.

IDG's Middle East publishing partner, CPI, launches SMB Advisor, a bi-monthly targeted at businesses with 10 to 100 employees.

"Computerworld is deep with talent, and more importantly, passion, and it's great to be a part of that."

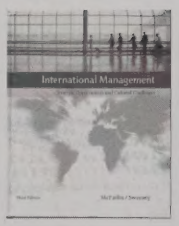
— Matt Sweeney, president, publisher & CEO, Computerworld

10+ years

Therese Bergstrom, 29 • Barbara Adamson, 22 • Craig Stedman, 20 • Keith Arnot, 20 • Ken Hoyt, 19 • Ralph Finos, 19 • Karin Quack, 19 • Jim Falanga, 19 • Wally Clegg, 19 • Kim Schuberthan, 18 • Faith Marcello, 18 • Kevin Burden, 18 • Jim Connell, 18 • Karin Reitberger, 18 • Julie Gilbert, 17 • Tammy O'Sullivan, 17 • Judy Callahan, 17 • Lynette See, 17 • Caroline Craig, 17 • Harald Brechtl, 17 • Michelle Wong, 17 • Abbie Lundberg, 17 • Jeff Berlin, 16 • Carol Benioff, 16 • Jan-Bernd Meyer, 16 • Hans-Albrecht Simon, 16 • Richard Willoughby, 15 • Scott McLarnon, 15 • Petra Hermann, 15 • Julio Vial, 15 • Carin Ståhl, 15 • Carel Schrama, 14 • Enrico Lotti, 14 • Ornella Fusina, 14 • Bridget Cammarata, 14 • Kenneth Bäckström, 14 • Chris Keall, 14 • Randy Perry, 13 • David Francis, 13 • Quan Zhou, 12 • Mohd Yasin, 12 • Maud Sårde • Peter Mayer, 11 • Loren Loverde, 11 • Doug Chandler, 11 • Marlene Lipp, 11 • Renate Regnet-Seebode, 11 • Thomas Winter, 11 • Ulrike von Trotha, 11 • Mary Cook, 10 • Hideki Kojima, 10 • Cheryl Giangregorio, 10 • Lorraine Rivell, 10 • Paul Overhiser, 10 • Karen Blythe, 10 • Marie Vildova, 10 • Karl Martin, 10 • Randal Giusto, 10 • Joan Young, 10 • Sylwia Szczypiorska, 10 • Irena Gorian, 10

AUGUST

IDG List Services President **Deb Goldstein** receives the DMA List Leader of the Year Award from the Direct Marketing Association List and Database Council during a ceremony in New York City.



Four IDG executives are featured in a video accompanying a new college textbook, International Management — Strategic Opportunities and Cultural Challenges, published by Houghton Mifflin. IDG CEO **Pat Kenealy**, International Publishing Services President **David Hill**, IDG World Expo President **David Korse** and IDC SVP of Strategy **Gigi Wang** discussed communications issues that can arise when conducting business across cultures and countries.

Computerworld Czech celebrates its 15th anniversary by organizing a regatta off the coast of Croatia. Boats were sponsored by the Czech Ministry of Informatics, 12 companies (including Cisco, Hewlett-Packard, Oracle and Sun Microsystems) and IDG Czech.

"Along with other new features such as Info Centers and PC World's Digital Duo, the blogs are among the reasons we've seen a more than 20% traffic increase [on pcworld.com] over the past year."

— Harry McCracken, VP, editor-in-chief, PC World

Computerworld Denmark Senior Staff Writer (and avid sailor) **Dorte Toft** gets an invitation to serve as a crew member aboard Oracle CEO Larry Ellison's craft during one of several regattas leading up to the 32nd America's Cup, which will take place in 2007. The Oracle BMW crew came in second.

In the news:

Chinese search engine a hit in Baidu.com IPO.

LinuxWorld Conference & Expo attracts more than 11,000 attendees to San Francisco's Moscone Center for its three-day run. The expo, which featured almost 200 exhibitors, drew unprecedented press coverage in The Wall Street Journal, BusinessWeek, Forbes, The Financial Times, Investor's Business Daily, USA Today, The New York Times and ABC News.

IDG Italy promotes the launch of its new GameStar Web site during the final match of soccer team FC Inter Milan, a business partner of IDG Italy. With the stadium covered in banners featuring the GameStar logo, staff distributed more than 1,000 GameStar bags containing t-shirts, DVX movies, CDs and information about the new site.

IDG Entertainment Verlag launches /GameStar/dev for German PC and video game developers. The magazine, which will be published quarterly, will focus on issues surrounding programming, design and production of gaming software and business development.

IDG Switzerland signs its largest-ever advertising package. The one-year, $700,000 deal with Microsoft encompasses print, online and event components and represents 15% of the business unit's planned FY06 online and display revenue.

10+ years

Karl Heinz Zimmermann, 27 • Renate Giesen, 26 • Bengt Marnfeldt, 22 • Carolyn Medeiros, 22 • Kim Pennett, 22 • Georg Sing, 22 • Hans Weber, 20 • Ritva Kokkonen, 20 • David Hill, 19 • David Bromley, 19 • Chris Cuoco, 19 • Roseann LaBruno, 18 • Karin Reitberger, 18 • Mike Malone, 17 • Nancy Sheehan, 17 • Esther van Dijk, 17 • Phyllis Borden, 17 • Heinrich Vaske, 16 • Simon Salamon, 16 • Brad Christenson, 16 • Gabriele Lange, 16 • Lisa Ladle-Wallace, 15 • Sven-Erik Remmare, 15 • Nancy Newkirk, 14 • Carol Johnstone, 14 • Patrice Desmedt, 14 • Tiziana Parma, 14 • Keith Henry, 14 • Sally Hudson, 13 • Michael Wallace, 13 • Ola Fors, 13 • Carol Glasheen, 12 • Theirry Parisot, 12 • Frank Froma, 12 • Michele Peoples, 12 • Pamela Burchard, 11 • Ulrike von Trotha, 11 • Ogelid Kakan, 11 • Anders Sjölander, 11 • Bill Hanck, 11 • Theres Delking, 11 • Lizah Aman, 11 • Chris Koch, 10 • Keith Kmetz, 10 • Ulla McGee, 10 • Jeff Kuta, 10 • Christian Jahr, 10 • Franz Koivunen, 10 • Stefan Bohlin, 10 • Gemma Dietrich, 10 • Danielle Levitas, 10

Seanna Maguire (left), senior research analyst at IDG Research Services, and **Barbara Duphily**, accounts payable supervisor in IDG's Corporate Accounting group, earn Corporate Boviard STAR Awards for outstanding Service, Teamwork and Results.

PC World Romania organizes a first-of-its-kind beachfront event designed to keep the PC World name front and center with the hundreds of young people who flocked to a popular Black Sea resort. For three weeks, employees staffed a tent complete with eight computers and organized contests – PC assembling, gaming and two quiz sessions – and offered several digital photography workshops.

Nicholson

Feblowicz

James

Whelan

IDC's Energy Insights creates a professional organization for its industry's CIOs and top executives. The first meeting of the Energy Executive Council was held Aug. 8 in Denver. The council will be staffed by ***Rick Nicholson***, ***Jill Feblowitz***, ***Shellie James*** *and* ***Meredith Whelan***.

IDG Brazil launches bimonthly CIO publication and a companion Web site — www.cio.com.br. CIO Brazil has an initial controlled circulation of 12,000.

For the fourth consecutive year, IDG Hungary built visibility by sponsoring The GameStar Cup, a series of sailing regattas for children, at Lake Balaton, a popular vacation destination. As part of the festivities, the company set up a tent with eight computers for visitors to play PC games.

Following the devastation wrought by Hurricane Katrina, IDC Vice President **Daniel Cardamone** and a friend loaded a rented truck with more than $50,000 worth of donated food, water, clothing, toiletries and camping gear and headed for Mississippi to distribute the goods to hurricane survivors.

SEPTEMBER

IDG Japan launches Digital World Tokyo (www.digitalworldtokyo.com) an English-language gadget/entertainment blog targeted at gadget fiends and Japanophiles ages 18 to 35.

IDG Entertainment joins forces with the creative team at MAD Magazine to produce a supplement that pokes fun at both the gaming industry and GamePro magazine. The eight-page, full-color piece appears in GamePro's September issue and is called "The 50 Worst Things About Video Games."

IDG Global Solutions signs record-breaking global contract with 3Com for nine-month print, online and event program. The Enterprise Leadership Program will launch in October with support from Computerworld's online team as well as the IDC EMEA Conference & Events group.

Bengt Marnfeldt announces that **Lars Dáhmen** (right) will succeed him as CEO of IDG Sweden effective January 1. Marnfeldt will become IDG Sweden's executive chairman of the board, focusing on international projects.

CPI, IDG's Dubai-based publishing partner, launches Storage Advisor at the region's largest IT exposition, Gitex. The magazine will be published bimonthly and will focus on the "business case for storage." It will have an initial controlled circulation of approximately 10,000 throughout the Middle East.

Among those earning honors at Network World's annual sales meeting is Regional Account Director ***Karen Wilde*** *(l), who won the Salesperson of the Year award. She is pictured with Associate Publisher, West,* ***Sandra Kupiec***.

Network World holds annual sales meeting, bringing a group of 45 sales professionals, sales coordinators and members of the marketing and department to its Southborough, Mass., headquarters. During the meeting, the company handed out its annual sales awards.

SOA for GOVERNMENT

InfoWorld expands its SOA Executive Forum into the government arena with the premier of SOA For Government in Washington, D.C. The one-day event on service-oriented architecture exceeded overall revenue and margin targets.

"The tech ad market continues to put a premium on the development of new, custom-izable products, new online offerings, new lead-generation services, as well as greater customer support for programs of any size."

— Evilee Ebb, CEO & publisher, Network World

THE NEXT BIG IDEA
DEMO 05 fall

Network World's DEMOfall showcases 65 innovative products selected for their likeliness to change how people interact digitally. "The rapid growth of social media over the past 12 months will pale in comparison to the activity that is to come in the year ahead," noted Chris Shipley, executive producer of the event.

"One of the main reasons I decided to come to IDG is its global presence and potential. IDG has the brands, global reach and internal fortitude to create winning propositions for its customers."
— Michael Friedenberg, who joined CXO Media as president and CEO in July

IDC holds 15th annual European IT Forum, Europe's leading IT conference. The forum featured an array of senior IDC analysts, corporate executives and strategic thinkers as speakers.

*IDC VP, Interactive Products and Services **Heather Maxey** and Director of Application Development **Paul Mouradian** enter their first triathlon as "Team IDC." The duo finished in the top 40% of their age group.*

IDG Australia takes over management of annual three-day conference and expo for the South East Asia Regional Computer Confederation. ICT: Building Bridges drew more than 500 senior IT executives and industry professionals from 13 Southeast Asian nations.

*Computerworld Russia marks its 10th anniversary in the local market. IDG Chariman **Pat McGovern** and IDG International Publishing Services President and CEO **David Hill** were among the 250 guests at a party held to mark the occasion. Above, Open Systems Publications Chairman **Michael Borisov** (front, sixth from left) and IDG Chairman **Pat McGovern** (at Borisov's left) pose with Computerworld Russia staff.*

In the news:
Oracle buys Siebel in $5.85 billion deal.

IDC strengthens its commitment to the Israeli market by converting its research agent in Tel Aviv into a wholly owned subsidiary.

IDG Sweden launches English-language site (www.idg.se/international) for IT professionals outside Sweden interested in learning about the local market.

Wireless Sensing Solutions

Exhibitors at IDG World Expo's second Wireless Sensing Solutions are up 54% over last year's inaugural event.

*IDG World Expo President & CEO **David Korse** signs memorandum of understanding with the CEO of the Korean IT Industry Promotion Agency that will bring LinuxWorld to Korea in June 2006.*

More than 50 IDC employees gather in Framingham, Mass., for the annual IDC Worldwide Marketing Summit. The meeting included an overview of IDC's global sales strategy, an update on IT marketing trends and a chance to share best practices.

IDC launches Health Industry Insights, its fifth industry-specific end-user company.

*(L-R): **Lam Nguyen**, business development director, IDG Asia; Dang Duc Mai, deputy general director of Vietnam's Department of Financial Informatics & Statistics; **Thuan Nguyen**, event director, IDG Vietnam; Nguyen Sinh Hung, minister, Ministry of Finance; Mr. Duong, sales manager, HP Vietnam.*

IDG Vietnam's second annual Vietnam ICT in Finance conference and expo doubles revenue over the successful debut event and attracts 28 vendors compared with 16 in 2004. During the event, IDG Vietnam presented IDG Scholarship Awards and a credit for supplies to 159 disadvantaged students who are pursuing IT careers.

10+ years

John Gallant, 22 • Karl Koessel, 22 • Cheryl Crivello, 21 • Maureen Mottonen, 21 • Gebhard Osterwalder, 20 • Mary Gibbons, 20 • Angele Boyd-Meyers, 19 • Marianne Nichols, 19 • Sylvie Mrabet-Neuhoff, 19 • Gary J. Beach, 19 • Kevin Greene, 19 • Ágnes Radnóti,19 • Michael O'Neil, 19 • Paul Arabasz, 18 • Lisa Lary, 18 • Sue Yanovitch, 18 • Hilary Smith, 17 • Lars Østermann, 17 • Tina Ölschläger, 16 • Debra Bernardi, 16 • Éva Szegvári, 16 • John St. Martin, 16 • Margarita Chiango, 15 • George Bulat, 15 • Thomas Roos, 15 • Maria Jose Marzal, 15 • James Duffy, 14 • Simona Cattaneo, 14 • Sabrina Chummun, 14 • Olivier Descamps, 14 • Kateline Renaudin, 14 • Maria Grazia Tripodi, 14 • Bill Bernardi, 14 • Joyce Gillis, 13 • Hermann Apfelböck, 13 • Uwe Kielmann, 13 • Josef Kreitmair, 13 • Michael Schweizer, 13 • Alyson Morales, 13 • Rosemary Pickett, 13 • Juan Ramon Melara, 13 • Donna Moschella Hopkins, 13 • Cheryl Talamini, 12 • Maryse Gros, 12 • Urszula Imbirska, 12 • Tom Vahey, 12 • Chris Jarmul, 12 • Carol Lasker, 12 • Kathryn Marston, 11 • Ruzena Holikova, 11 • Michal Kreczmar, 11 • Frank Hayes, 10 • Dan Miller, 10 • Gabriele Hurle, 10 • Aldona Rekawek, 10 • Glenn Mosesso, 10 • John Daly, 10 • Sara Culley, 10

OCTOBER

Faced with the looming prospect of a shortage of skilled IT workers, IDG New Zealand teams up with the country's government-sponsored HiGrowth Project to publish Actv8, a 64-page full-color publication to be distributed free to high school students throughout the country. The publication aims to inform and inspire students about the benefits IT can have on their lives and careers.

IDG World Expo teams up with Robotic Trends to present the largest robotics event in North America. RoboNexus Conference and Expo offers a huge array of the latest personal and home robots.

*IDG India President **Bringi Dev** (right) and IDG International Publishing Services President & CEO **David Hill** host three roundtable discussions to build interest in two upcoming titles in the Indian market: Real CIO and Solutions Outsourcing World.*

The cover of GamePro's October issue breaks new ground with a full-cover, three-dimensional hologram featuring Neo, a leading character from The Matrix movie trilogy. Matrix video game maker Atari picked up the entire cost — more than $150,000 — for the project.

IDG Entertainment signs a two-year content partnership with Ask Jeeves Inc., the Oakland, Calif.-based information retrieval site. IDGE will provide Ask Jeeves with proprietary gaming-related product descriptions, images, cheats, FAQs, walkthroughs and pricing information.

IDG Italy holds its fourth eGovernment Conference in Rome. The one-day event examined trends and new developments surrounding eGovernment in both Italy and Europe.

IDC holds its 14th annual Global Research Council meeting for 130 of the company's largest clients. The council convenes each year to discuss IDC's initiatives from the upcoming year and to provide a forum for clients to provide important feedback to IDC. Above, IDC President and CEO **Kirk Campbell** speaks to attendees.

The IDG News Service launches a daily news podcast featuring top breaking news of the day in the global IT industry. The podcast is available for use by any IDG site.

"The opportunities for IDG business units are enormous and very positive as long as we continue to move toward a user-centric perspective and embrace the talent that exists in our communities."

— Colin Crawford, VP, business development & operations, IDG

*IDG Netherlands renegotiates contract with HCC, the world's largest computer association, to shift the balance of power in IDG's favor, boost revenue and position the company for future growth. Above, HCC Director Ronald van Rooden (l) and IDG Netherlands' Managing Director **Raimon Gort** shake hands after signing the new pact.*

10+ years

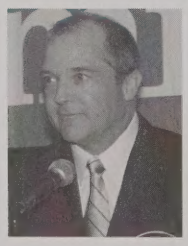
Ann Clark, 31 • Nancy Mallette, 26 • Lloyd Cohen, 26 • Maria del Carmen Doehler, 25 • Lucienne Bosser, 24 • Karin Wirth-Wernitz, 22 • Nadine Gogibus-Pahus, 21 • Jose Marquez, 21 • Anton Paunert, 21 • Carol Spach, 20 • Thierry Grelet, 19 • Pascal Gautier, 18 • Runi Estes, 18 • Lew McCreary, 18 • Terry Schafer, 17 • Frank Gens, 17 • Karen Rokkedahl, 16 • Christoph Witte, 16 • Francisco Rodriguez, 16 • Martin Wallström, 16 • Marco Tennyson, 16 • Andrew Ware, 15 • Gerhard Holzwart, 15 • Hans Hausner, 15 • Wilson Wan, 15 • Duane Hampson, 15 • Stephen Fontaine, 15 • Steve Pelosi, 14 • Yumiko Oshima, 14 • Stephen Hendrick, 14 • Darren Whiteman, 14 • Ines Mühlbauer, 14 • Stephan Scherzer, 14 • Stefan Ueberhorst, 14 • José Luis Palacios, 14 • Jean-Pierre Antonio, 14 • Uli Diehlmann, 13 • Wlodzimierz Duszyk, 13 • Martin Kybal, 13 • Vera Batorova, 13 • Freeman Bradley, 13 • Robert Peyton, 13 • Charlotte Kempe, 13 • Jürgen Hill, 13 • Iris Müller, 13 • Deb Winders, 13 • Joe Loiselle, 13 • James Farley, 13 • Maria Lindström, 13 • Edith Höllbersberger, 12 • Stephanie Faucher, 12 • Sean Weglage, 12 • Carolyn Johnson, 12 • Agnieszka Potocka, 12 • Kent Persson, 12 • Gabriele Ehlers, 11 • Kerstin Lohr, 11 • Wolfgang Sommergut, 11 • Margarete Kuther, 11 • Deborah Vilella, 11 • Marcel Schaper, 11 • William Manning, 11 • Beth Kamoroff, 10• Heidi Schwab, 10 • Karen Battley, 10 • Nathalie Boisson, 10 • Susan Green, 10 • Dorota Fatyga, 10 • Gerda Tausch, 10 • Yasuhiro Watanabe 10 • David Ramel, 10 • Mary Scanlon, 10

PC World Latin America Awards gala, now in its seventh year, sells out all eight sponsorship packages in 48 hours.

"This is the 15th consecutive year that IDC's vendor business bottom line has increased, which we think is a nice track record considering the ups and downs of the technology industry.
— Kirk Campbell, president and CEO, IDC

IDC gathers 130 sales executives from the U.S., U.K., Germany, Italy, Brazil, Mexico, Canada, Japan, Korea, China, Singapore, Hong Kong and Australia for its annual sales kickoff.

PC World VP and Editor-in-chief **Harry McCracken** (right) joins panel of leading West Coast journalists on the campus of the University of California/Berkeley to speak to students from the Graduate School of Journalism.



CMO Editor-in-chief **Rob O'Regan** is selected as one of min Magazine's "21 Most Intriguing" industry figures. The publication called the one-year-old CMO "one of the hottest and best-received magazines to come down the b2b pike in a long while."

In the news:
Google sued by publishers, authors over book-scanning program.

IDG Research Services President **Kathy Dinneen** retires after a career spanning three decades. IDG Chairman **Pat McGovern** hosted a retirement party for Dinneen at Boston's Excelsior Restaurant.

BioIT World unveils five new online lead generation tools for clients including white paper promotion, product promotion, roundtable webcast sponsorships and a "Briefing On" area.

LinuxWorld Conference & Expo makes U.K. debut.

GridWorld

IDG World Expo launches GridWorld, a four-day event for the enterprise IT community focused on the commercial benefits of integrating and deploying Grid into core IT operations.

Network World's eighth annual VORTEX draws 250 C-level executives to San Francisco for a three-day discussion on the present and future of the $1 trillion enterprise IT industry.

Computerworld's Storage Networking World goes off without a hitch despite the threat posed by Hurricane Wilma. SNW co-owners Computerworld and the Storage Networking Industry Association signed a new five-year, $40 million contract during the event.

*IDC's Chief Research Officer **John Gantz** addresses journalists at a Beijing press event.*

NOVEMBER

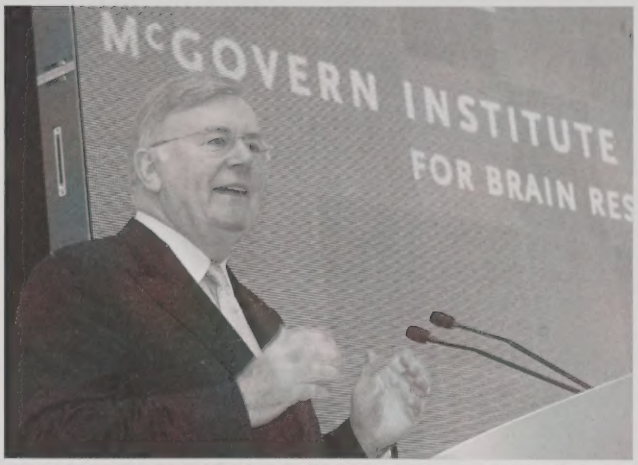
The IDC Event & Charity Committee hosts a Thanksgiving Food Drive to support the Greater Boston Food Bank. With the support of the generous IDC community, the food bank was given a Thanksgiving donation of more than 12 over-flowing boxes of food.

IDG launches its first cross-company image campaign since the 1990s with a targeted program aimed at some 600 of the company's top clients in the U.S. The direct-mail program touts the IDG "Quality Counts" story.

IDG CEO **Pat Kenealy** announces that he will step down as CEO of IDG, a post he has held for the past three years, to rejoin IDG's venture capital business as a general partner with IDG Ventures Pacific II. Kenealy remains a member of IDG's Board of Directors. His post will not be filled.

PC World Product Line Meeting draws 106 representatives of PC World publications around the world to San Francisco to focus on issues surrounding branding, community building and sharing best practices.

IDG Human Resources' Training and Development group launches the first IDG Book Club in San Francisco. The 15 employees enrolled were given a copy of "We the Media: Grassroots Journalism by the People, for the People," written by business and technology columnist Dan Gillmor, who joined the discussion.



*The McGovern Institute for Brain Research, housed on the campus of MIT in Cambridge, Mass., marks the official opening of its new facility. The institute was launched with a $350 million gift from IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern five years ago.*

The CXO Media editorial staff takes an active role in creating podcasts for the company's three sites. Above, CSO Senior Editor **Todd Datz** records his "Week in Review" program.

InfoWorld SOA Executive Forum attracts far larger than anticipated crowd and sells out sponsorships. InfoWorld Editor-in-chief **Steve Fox** welcomes attendees.

In the news:

Microsoft executes another sea change with "Live" software-as-service strategy.

IDG India launches Real CIO World with an initial controlled circulation of 5,000. The magazine will be published 24 times a year and has a companion web site: www.cio.in.

*The 125 representatives of IDG's enterprise publications from around the world who came to San Francisco this month for the Enterprise Product Line Meeting were urged to share content, take risks, invest online and broaden their brands. Above, CXO Media Group Publisher **Gary Beach**, CIO Editor-in-chief **Abbie Lundberg**, Computerworld Editor-in-chief **Don Tennant**, CXO Media President and CEO **Michael Friedenberg** (partially hidden) and CXO Online VP, General Manager **David Churbuck** chat during a break in the meeting.*

"It's vital to listen to the needs of our top customers and ensure that our online sites deliver both brand building and direct response as well as targeted lead-generation programs."

— Colin Crawford, VP, business development & operations, IDG

*China Computerworld Publishing & Servicing Co. marks its 25th anniversary. China Computerworld is the result of the first joint venture between a U.S. company and China. Participants at China Computerworld's celebration included (l-r): China Computerworld Co. President **Liu Jiuru**; government officials Liu Chenghai, Yu Yongzhai and Gou Zhongwen; Lenovo Holding Group President Liu Chuanzhi and CCW Co. Chairman **Shi Huaicheng**.*

10+ years

Helen Marnfeldt, 34 • Laura Kunzmann, 27 • Angel Hermosell, 23 • Jose Luis Villacorta, 21 • Jeff Edman, 20 • Lene Sekjaer, 20 • Isabel Campo, 20 • Fernando Rodriguez, 20 • Jose Luis Diaz, 19 • Sergio Saenz, 19 • Donna Fraser, 17 • Akos Bognár, 16 • Bruno Agostini, 16 • Yoshitomo Fukada, 16 • Sandy Wong, 16 • Fernando Cabello, 16 • Susan Middleton, 16 • Annika Svanström, 16 • Wayne Silverman, 15 • Cornelia Krämer, 15 • Corinne Huron, 14 • Jolanta Szot, 14 • Johan Egging, 14 • Penny McConnell, 14 • Patrick Gorman, 14 • Irene Ford, 14 • Grazyna Skibniewska, 13 • Al Race, 13 • Dawn Kezer, 13 • Søren Adelkvist, 13 • Joachim Hackmann, 13 • Simona Varisco, 13 • Dick Heiman, 12 • Selinna Chin, 12 • Grace Wong, 12 • Todd Simms, 12 • Michelle Reimer, 12 • Mats Öhman, 12 • Stuart Needels, 11 • Chris Lindquist, 11 • Sabine Meyer, 11 • Fredrik Bernsel, 11 • Seana Dowling-Guyer 11 • Ron Milton, 11 • Piper Sheer, 11 • Silvia Cardinale, 11 • Thomas Gunni Pedersen, 10 • Hans Jørgen Christiansen, 10 • Ricardo Sampaio, 10 • Deborah Sordini, 10 • Linda Hewlett, 10 • Fay Howard, 10 • Steven Gray, 10 • Carol Sliwa, 10 • Gillian Thompson, 10 • Peter Gremlin, 10 • Rick LePage, 10

Computerwoche holds seventh annual IT Meets Business conference for more than 170 of Germany's top-level IT decision makers.

"User content will require management to ensure that the overall brand quality does not suffer but not to actively embrace user content nor allow the users a degree of control over the selection of the content will ultimately result in loss of viewership."

— Colin Crawford, VP, business development & operations, IDG

*IDC's 10th annual European Banking Forum attracts 300 attendees to Milan. Pictured above, IDC Southern Europe Group VP and General Manager **Ezio Viola** (left) and conference speaker Severino Meregalli, director of the Master's Information Systems Management Program at Bocconi University in Milan.*

IDC EMEA holds its third Client Summit in Lisbon, Portugal, for senior IT and telecom executives.

Mac Publishing releases The Macworld Digital Photography Superguide, a compilation of the San Francisco monthly's best digital photography coverage from the past few years, updated, enhanced and edited to fill the 100-page guide. The book is available online as a PDF file for $12.95.

DECEMBER

IDG World Expo stages Syndicate an expanded Syndicate conference in San Francisco. The conference explored how syndication technologies and sources such as RSS, podcasting and blogging are changing business and revenue models.

*IDG Communications President **Bob Carrigan** (right) joined a panel discussion on how search is changing the media industry at the Magazine Publishers of America's first "Magazines 24/7 in the Digital Age" conference in New York. Joining him on the panel were Michael Smith, GM of operations, forbes.com and Lauren Wiener, VP, Meredith Interactive.*

In the news:
Sun to "open-source" design of its new UltraSparc T1 chip.

IDG Entertainment Verlag launches quarterly — Computerspiele — aimed at occasional gamers ages 20-45 who are interested in strategy, sport and action games but are not constant users.

IDG Sweden managers entertained the staff on Dec. 13 with a traditional Swedish procession celebrating Saint Lucia, which included Lucia songs, Christmas carols and refreshments of coffee, ginger bread and Lucia buns with saffron.

IDG India launches Services Outsourcing World. The monthly magazine will have an initial controlled circulation of 20,000 primarily in the U.S. Circulation will expand to other markets within several months.

*IDG International Publishing Services VP, Licensing **Jim Sullivan** shakes hands with **Didem Demirkent**, president of the Dunya Group of Companies, IDG's new Turkish publishing partner at a launch event for PC World, Macworld and GamePro.*

Peace, joy and friendship
Paix, joie et amitié
Paz, júbilo y amistad
Мир, радость и дружба
和平 快乐 友谊
سلام سعادة وصداقة

Thank you...

...to the many IDG employees worldwide who have contributed story ideas, written columns, answered questions, taken photographs, sent anniversary lists and helped us make IDG World Update possible this year. Best wishes to all for a happy, healthy and prosperous New Year!

— the editors

10+ years

Ted Bloom, 38 • Shirley Horrocks, 28 • Sheryl Merchant, 24 • Stephen Josselyn, 23 • Rick Ciliberto, 23 • Birgit Götz, 22 • Andrea Kühler, 20 • Marianne Kraus, 19 • Helene Fily, 19 • Michelle Chase, 18 • Lars Dahmén, 18 • Karen Timons, 18 • Mary Lester, 18 • Lucinda Borovick, 18 • Jayne Enos, 17 • Sally Reinfeld, 17 • Mary Ann Doolin, 17 • Carolyn Marsan, 16 • Donna Cahill, 16 • Elizabeth Heichler, 16 • Sagrario Fernandez, 15 • Thierry Bienfait, 15 • Michaela Maack, 15 • Gaby van Meijnckens, 14 • Karen Wilde, 14 • Hugo Shong, 14 • Kristen Kim, 14 • Stephen McClure, 14 • Ewa Budziszewska, 14 • Maria del mar Cabanas, 14 • Mauro Calderara, 14 • Mihály Sipos, 13 • Tina Pescaro, 13 • Marc Ferranti, 12 • Kathy Badertscher, 12 • Sara Nieburg, 12 • Rodney Barnes, 11 • Elizabeth Martinez, 11 • Joan Olson, 11 • Michelle Vittori, 11 • Neil Weinberg, 11 • Ilva Schuring, 11 • Adam Urbanek, 11 • Alexander Hüls, 10 • Diane Elhilow, 10 • Janis Dempsey, 10 • Barbara Irvine, 10 • Natalia Peksa, 10 • Julien Pottier, 10 • Kathleen McKay, 10 • John McArthur, 10

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